



NAKIA L. SHELTON

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I am intuitive, empathic, and have a passion for inspiring, supporting, and educating others. With 14 years of experience in the graphic design field, I have produced award-winning designs, taken on various leadership responsibilities, and have developed perceptive problem-solving abilities under tough circumstances. Employers have benefited from my willingness to learn, proven ability to communicate effectively and meet deadlines, and overcome challenges in competitive, fast-paced environments.

EDUCATION

M.F.A. in Design Thinking, anticipated graduation date May 2020 (48 credit hours completed)
Radford University, Radford, VA
4.0 G.P.A.

B.F.A. in Art, Graphic Design concentration, 2005
Longwood University, Farmville, VA
3.4 G.P.A.

COMPUTER SKILLS

PROFICIENCIES: Adobe Creative Suite programs: InDesign, Illustrator, Photoshop, Dreamweaver, Flash, and Acrobat; QuarkXpress, and Microsoft Office Suite programs: PowerPoint, Word, Excel, and Outlook; **PLATFORMS:** MAC and PC

PROFESSIONAL EXPERIENCE

Graphic Design Manager, Radford University, Radford, VA
May 2019–present

- Research, conceptualize, and create artwork and digital images that promote Radford University to local, national and global audiences, and among campus constituencies
- Maintain client-partner accounts to ensure excellent communications, timely delivery of projects and appropriate resource allocation within University Relations
- Work directly with the Director for Creative Services to ensure objectives are being advanced in accordance with the goals of University Relations and moreover, the goals of Radford University

Graphic Designer, Radford University, Radford, VA
January 2013–May 2019

- Created brochures, advertisements, logos and product brand images, illustrations, posters, and other visual materials that promoted Radford University
- Approved press and prepress proofs
- Wrote printing specs and awarded printing contracts within a prescribed budget
- Managed production of assigned projects
- Art directed photo shoots and took photos when needed for marketing materials

Freelance Graphic Designer, ETR Investments LLC, Christiansburg, VA

February 2016–December 2018

- Managed and produced various logos, signage, and marketing materials for several companies under ETR Investments LLC
- Managed multiple website/domain renewals
- Printed materials using in-house digital printer

Graphic Designer, The Roanoke Times, Roanoke, VA

April 2007–January 2013

- Designed and proofed print and web advertisements
- Took photos for the use of advertisements
- Redesigned existing print publications
- Created multi-page layouts for special sections
- Designed logos and various web components
- Revamped and created new website designs off of roanoke.com
- Taught teammates how to design for the web using Photoshop and Flash

Graphic Designer, KCI Communications, Inc., Harrisonburg, VA

June 2005–March 2007

- Designed, managed, and supervised schedule for newsletters
- Reformatted and published print publications on the web via online content system
- Designed email marketing newsletters
- Worked with editors to meet all design needs

Graphic Productions Intern, Smithsonian National Museum of American History, Washington, D.C.

Summer 2004

- Matted and mounted pieces for display within the Museum
- Utilized large format printing
- Designed logos for the Smithsonian African American Association and the “Meet the Author” series
- Designed posters for the Discovery Theater
- Helped on installation of an exhibit

TEACHING EXPERIENCE

School of Communication Adjunct Instructor, Radford University, Radford, VA

COMS 226 Digital Imaging

Spring 2019

Provided instruction in the technology of digital imaging and photojournalism and practice in the creation, editing and processing of digital images for use in various media with some emphasis on the World Wide Web. Visual communication theories and history of photography were also covered.

GUEST LECTURES, WORKSHOPS, AND PANELS

“Advertising Design: Representing the Client & Capturing the Audience.” Discovering Advertising Protégés AdScape Conference, Workshop presenter, Radford University, Radford, VA, October 29, 2015, October 27, 2016, October 25, 2018.

“Continuing to Learn: Advancing Your Education to the Next Level.” 6th Annual Faculty Women of Color in the Academy National Conference, Panelist, Virginia Tech, Blacksburg, VA, April 6, 2018.

“Graduate School Preparation.” Career Prep Conference, Panelist, Radford University, Radford, VA, September 24, 2016.

“Career Paths in Communication.” Discovering Advertising Protégés AdScape Conference, Panelist, Radford University, Radford, VA, October 27, 2016.

Commonwealth Graduate Education Day, Poster presenter on Graduate Studies, Virginia Commonwealth University, Richmond, VA, October 30, 2015.

“The Role of Photography in Graphic Design.” Discovering Advertising Protégés AdScape Conference, Workshop presenter, Radford University, Radford, VA, October 30, 2014.

UNIVERSITY SERVICE

Radford University Administrative and Professional Faculty Senate, 2016–2018

- *Secretary*, 2016–2018

PROFESSIONAL MEMBERSHIPS

Western Virginia American Advertising Federation, 2007–present

University & College Designers Association, 2014–2017, 2019

EXTRACURRICULAR ACTIVITIES

Alpha Kappa Alpha Sorority, Incorporated,[®] 2017–present

- *Tau Mu Omega Chapter Archivist/Historian*, 2018–present, *Ivy Leaf Reporter*, 2019–present

Discovering Advertising Protégés, 2015–present

- *Communications Chair*, 2015–present

Phi Kappa Phi, 2004–2005

Longwood University Community Standards Committee, 2004–2005

Kappa Pi International Honorary Art Fraternity, 2003–2005

- *Treasurer*, 2004–2005

Longwood University Judicial Board, 2002–2005

- *Chair*, 2004–2005
- *Vice Chair of Education*, 2003–2004

Mortar Board, Inc., 2004–2005

- *T-shirt Chairman*, 2004–2005

Alpha Lambda Delta Honor Fraternity, 2001

INDUSTRY AWARDS

Best of Print Western Virginia American Advertising Federation Award for the Cupp-Davis Proposal, 2019

Gold ADDY[®] Award for the Cupp-Davis Proposal, Brochure category, 2019

Gold ADDY[®] Award for the Radford University Giving Report, Brochure category, 2018

Gold Educational Advertising Award for the Radford University Magazine Ads, Magazine Series category, 2018

Silver Educational Advertising Award for the Radford University Spring Solicitation, Fundraising Campaign category, 2018

Bronze Educational Advertising Award for the Radford University Admissions Recruitment Campaign, Total Recruitment Campaign category, 2018

Merit Educational Advertising Award for the Radford University Admissions Travel Piece, Brochure category, 2018

CASE District III Special Merit Award for the Radford University Giving Report, Annual Report category, 2018

CASE District III Special Merit Award for the Radford University Admissions Brochure, Recruitment Publication category, 2018

CASE District III Special Merit Award for The Magazine of Radford University, Magazine II category, 2018

CASE District III Award of Excellence for the Scholar-Citizen Initiative Poster Campaign, Poster category, 2017

Bronze Educational Advertising Award for the Scholar-Citizen Initiative Poster Campaign, Poster category, 2017

Gold Educational Advertising Award for the Radford University MFA Poster Campaign, Direct Mail category, 2016

Gold Educational Advertising Award for the Radford University RU Reads Campaign, Poster category, 2016

Silver ADDY® Award for the Radford University MFA Poster Campaign, Out-of-Home & Ambient Media category, 2016

CASE District III Grand Award for the Selu 25th Anniversary Solicitation Booklet, Annual Fund Publication category, 2015

CASE District III Award of Excellence for The Magazine of Radford University, Magazine II category, 2015

CASE District III Special Merit Award for The Magazine of Radford University, Magazine/Tabloid Improvement II category, 2015

CASE District III Special Merit Award for the Class Reunion Solicitation And Planning Giving, Annual Fund Publication category, 2014

The Roanoke Times Best of Holiday Shopping Ad Design contest winner for Provisions/RSVP, 2012

The Roanoke Times Director's Choice Award winner for excellence in ad design for Nature's Emporium, 2012, and Reid's, Blue Collar Joe's, Gobbler Gear, Consignment Treasures Online, and Elizabeth Arden, 2011

Virginia Press Association 1st place winner in Home & Garden ad design for Reid's, 2011

Virginia Press Association 2nd place winner in Entertainment & Lifestyles ad design for Gobbler Gear, 2011

Virginia Press Association 2nd place winner in Food & Drug ad design for Blue Collar Joe's, 2011

1st Quarter Going The Extra Mile Award winner voted on by management team at The Roanoke Times, 2011

Virginia Press Association 3rd place winner in Real Estate ad design for The Vistas of Edgefield, 2009

Virginia Press Association Honorable Mention in Fashion and Personal Care ad design for Gobbler Gear, 2009

Virginia Press Association 2nd place winner in Fashion and Personal Care ad design for Dance Etc., 2008

HONORS/AWARDS

Design Management Institute Student Essay Winner, 2018

Radford University Employee Recognition Award, 2014

Longwood University Chi Commendation, 2004

Honorary Award for The National Deans List, 2003–2004 & 2002–2003

Longwood University Edna Allen Scholarship Recipient, 2002–2003

Longwood University Student Employee of the Year Runner-up, 2002–2003

2nd Place Winner of The Bedford County Branch of the American Association of University Women 22nd Annual Art Show, 1999