



Senior Graphic Design Manager | Instructor | Design Thinker

Nakia L. Shelton

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Award-winning, empathic design leader with 14 years of experience in the graphic design field. Skilled at delivering effective solutions for complex problems utilizing human-centered design approaches; overseeing and facilitating production over multiple design projects; strategically designing and reinforcing company brands; and motivating others to reach their full creative potential.

EDUCATION

M.F.A. in
Design Thinking,
anticipated graduation
date May 2020,
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

Senior Graphic Design Manager, Radford University, Radford, VA

September 2019–present

- Oversee graphic execution of projects and uphold the objectives of creative briefs
- Maintain and manage graphic standards of the department
- Research, plan, design and produce complex graphic design projects
- Collect, organize and maintain information and resources for the department, and provide feedback and supervision of team members as required

Graphic Design Manager, Radford University, Radford, VA

May 2019–September 2019

- Researched, conceptualized, and created artwork and digital images that promoted Radford University to local, national and global audiences, and among campus constituencies
- Maintained client-partner accounts to ensure excellent communications, timely delivery of projects and appropriate resource allocation within University Relations
- Worked directly with the Director for Creative Services to ensure objectives are being advanced in accordance with the goals of University Relations and 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

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



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*

UNIVERSITY SERVICE

Radford University
Administrative and
Professional Faculty
Senate
2016–2018

- *Secretary, 2016–2018*

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

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