



# Nakia L. Shelton

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## EDUCATION

### Master of Fine Arts

Design Thinking  
Radford University  
December 2020  
4.0 G.P.A.

### Bachelor of Fine Arts

Art, Graphic Design  
Longwood University  
May 2005  
3.4 G.P.A.

## SKILL

### Design Process:

- Innovation Strategy
- Project Management
- Design Thinking
- Idea Visualization
- Concept Development
- Workshop Facilitation
- Time Management
- Team-Building

### Design Research:

- Interviewing
- Contextual Research
- Participatory Design
- Problem Framing
- Data Analysis
- Documentation

### Tools:

- InDesign
- Illustrator
- Photoshop
- Dreamweaver
- Flash
- Acrobat
- QuarkXpress
- Microsoft Office
- HTML
- CSS

## TEACHING EXPERIENCE

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

January 2019–May 2019

COMS 226 Digital Imaging

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.

## 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
- Research, plan, design, and produce complex high-profile presidential, recruitment, marketing, and advancement projects
- Collect, organize, and maintain information and resources for the department
- Maintain and manage graphic standards of the department
- Manage designers' workload and client expectations
- Art direct, support, and mentor team members
- Collaborate with copywriters, media teams, and other internal and external university affiliates
- Designed core graphic look for the university's rebrand

### 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
- Managed designers' workload and assisted in gathering information for projects
- Art directed, supported, and mentored team members
- Ensured objectives were 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



## PROFESSIONAL MEMBERSHIPS

Western Virginia American Advertising Federation, 2007–present

University & College Designers Association, 2014–present

Design Management Institute, 2018–present

## EXTRACURRICULAR ACTIVITIES

Alpha Kappa Alpha Sorority, Incorporated\*, 2017–present

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

## UNIVERSITY SERVICE

Radford University Administrative and Professional Faculty Senate 2016–2018

- *Secretary, 2016–2018*

## HONORS

Radford University Employee Recognition Award, 2014

Design Management Institute Student Essay Winner, 2018

- Art directed photo shoots and took photos when needed for marketing materials
- Designed projects aiding in securing significant financial donations to the university, including a landmark \$8 million gift

### **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

## INVITED TALKS AND PRESENTATIONS

“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.

## 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

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

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