



contact@nakiabelton.com

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EDUCATION

Master of Fine Arts, Design Thinking, Radford University, 2020

Bachelor of Fine Arts, Art, Graphic Design concentration, Longwood University, 2005

PROFICIENCIES

Adobe Creative Suite programs: InDesign, Illustrator, Photoshop, Dreamweaver, and Acrobat; HTML and CSS; and Microsoft Office Suite programs: PowerPoint, Word, and Excel

CERTIFICATIONS

Remote Pilot Certificate, expires May 21, 2023

TEACHING EXPERIENCE

Assistant Professor of Strategic Communication, Nido Qubein School of Communication, High Point University, High Point, NC

August 2020–present

- COM-1113 Graphic Software Packages
- JOU-2201 Infographics
- STC-2260 & COM 5005 Agency Practicum
- STC-2265 Practicum in Publicity Methods
- STC-3325 Strategic Message Development in Advertising
- CBL-5010 Design Thinking

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

January 2019–May 2019

- COMS 226 Digital Imaging

PROFESSIONAL PRACTICE EXPERIENCE

Senior Graphic Design Manager, Radford University, Radford, VA

September 2019–August 2020

- Oversaw graphic execution of projects and upheld the objectives of creative briefs
- Researched, planned, designed, and produced complex high-profile presidential, recruitment, marketing, and advancement projects
- Collected, organized, and maintained information and resources for the department
- Maintained and managed graphic standards of the department
- Managed designers' workload and client expectations
- Art directed, supported, and mentored team members
- Collaborated 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
- Art directed photo shoots and took photos when needed for marketing materials
- Awarded the 2014 Radford University Employee Recognition Award
- 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

GRADUATE STUDENT WORK

Member of Sarah Clark's Thesis Committee, 2021. Thesis Title: Brand Image Transfer of Health Organizations Sponsored By Food Producers: Influence of Context, Sponsorship Disclosure, and Health Disclaimer

INVITED TALKS AND PRESENTATIONS

Shelton, N. (2021, April). *A Design Thinking Approach to Working Through Creative Blocks*. Public Relations Society of America - Blue Ridge virtual workshop presenter, April 8.

Shelton, N. (2020, October). *Using Design Thinking to Explore Burnout Among Designers in the Workplace*. University & College Designers Association Virtual UCDA Design Conference.

Shelton, N. (2018, October). *Advertising Design: Representing the Client & Capturing the Audience*. Discovering Advertising Protégés AdScope Conference, Radford University, Radford, VA.

- Shelton. N. (2018, April). *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.
- Shelton. N. (2016, October). *Advertising Design: Representing the Client & Capturing the Audience*. Discovering Advertising Protégés AdScape Conference, Radford University, Radford, VA.
- Shelton. N. (2016, October). *Career Paths in Communication*. Discovering Advertising Protégés AdScape Conference, Panelist, Radford University, Radford, VA, October 27.
- Shelton. N. (2015, October). *Advertising Design: Representing the Client & Capturing the Audience*. Discovering Advertising Protégés AdScape Conference, Radford University, Radford, VA.
- Shelton. N. (2015, October). *Commonwealth Graduate Education Day*, Poster presenter on Graduate Studies, Virginia Commonwealth University, Richmond, VA.
- Shelton. N. (2014, October). "The Role of Photography in Graphic Design." Discovering Advertising Protégés AdScape Conference, Workshop presenter, Radford University, Radford, VA.

AWARDS AND HONORS

- 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
- Design Management Institute Student Essay Winner, 2018
- 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

PROFESSIONAL ORGANIZATION MEMBERSHIPS

Western Virginia American Advertising Federation, 2007–2020

University & College Designers Association, 2014–2020

Design Management Institute, 2018–2020

EXTRACURRICULAR ACTIVITIES

Alpha Kappa Alpha Sorority, Incorporated®,
2017–present

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

UNIVERSITY SERVICE

Diversity Committee, High Point University
2021–present

Nido Qubein School of Communication Promotion and Publicity Committee, High Point University
2021–present

Administrative and Professional Faculty Senate, Radford University
2016–2018

- *Secretary, 2016–2018*