



Shelby Bernard

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EDUCATION

Rhode Island School of Design (RISD)

2020

Bachelor of Fine Arts (BFA), Industrial Design (GPA: 3.96)

EXPERIENCE

Freelance Brand Designer

June 2017 - Present

Creates branding, packaging, digital banners, web layouts, and print magazine ads for freelance clients including ONE® Condoms, Welly First Aid, and Lord Jameson Organic Dog Treats. Lead designer for client Lord Jameson, re-branding their line of products in 2019 and redesigning their website in 2022, helping their brand grow internationally and reach leading online retailers such as Chewy and The Vitamin Shoppe. Helps design all marketing collateral including print assets for trade shows, decks for brand partnerships, and digital banner ads. Collaborates with marketing to design and create new products yearly including the packaging for their award winning seasonal product line.

Vayner Media | New York City, NY

Art Director, January 2022 - Present

Art Director on the Gillette account, overseeing the production of digital assets for retail and social, concepting larger campaign ideas alongside creative directors, and leading production design for photo shoots. Collaborates with copy partner to concept and create organic content for social platforms including Instagram and TikTok.

Designer, August 2021 - December 2021

Lead designer on the Comcast/NBC Universal account, creating digital assets and concepting campaigns for their social channels. Art directs and creates design templates for Comcast's in-house team to implement into their campaigns including animations, graphic treatments, and photo selection. Lead designer for the 2022 Olympics campaign, helping concept, pitch, and execute work for Twitter, Instagram, and TikTok.

CVS Health | Woonsocket, RI

Designer, May 2020 - July 2021

Lead designer for CVS's top performing email series, demonstrating content-driven sales growth through health articles, recipes, and printable activities. Designer and animator for social activation on the CVS vaccination campaign against COVID-19, introducing the use of TikTok as well as Instagram filters and stickers to the campaign strategy. Designed and ideated social media campaigns, emails, and web pages on the CVS digital brand and ideation team. Partners with the marketing team to art direct seasonal campaigns.

Culthealth | New York, NY

Creative Intern, June 2019- August 2019

Assisted art directors and copywriters with creating branding, social media content, animations, video content, and graphic layouts for web and print for Novo Nordisk brands. Collaborated with account, creative, and copy to brainstorm creative strategy and market healthcare brands to patients and health care professionals.

SKILLS

Design: Strong hands on problem solving skills. Experience in product design, graphic design, prototyping, branding, packaging design, experiential design, illustration, web design, motion graphics, stop motion animation, social media content creation, packaging design, and production design.

Software: Adobe Creative Suite, Sketch, Spark AR, Rhino, Maya, KeyShot, Sketchup, Dragonframe, and Microsoft Office. Proficiency with Mac and PC platforms.

Interpersonal: Writes clearly and concisely, listens attentively, provides and asks for feedback, strong organizational skills, detail-oriented.

ACHIEVEMENTS

Best U.S. Animated Film Ivy Film Festival 2020

Official Selection 2020 Palm Springs Int. Animation Festival

In-House Agency Forum 2021 Creativity Awards: Honorable Mention for CVS Health at Home series