



Shelly Amine
Designer ♦ Creator

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EDUCATION

Fall 2014 to Fall 2017 **University of Hawai'i at Mānoa**
Honolulu, Hawaii
Bachelor of Fine Arts in Graphic Design
Minor in Korean Language
GPA 3.8

Fall 2012 to Spring 2014 **California College of the Arts**
San Francisco, California
Illustration Major
GPA 3.8

PROFESSIONAL EXPERIENCE

September 2021 to Present **Blizzard Entertainment, Overwatch & Esports**
Graphic Designer · Irvine, CA
Responsible for designing assets for gaming marketing campaigns, esports, and community based events. Contributed to Overwatch 2's evolving branding by creating: design assets, styleguides, logos, merchandise, and templates. Worked with other creatives, producers, art director, and marketing to design memorable and impactful campaign experiences.

September 2017 to September 2021 **Middle Management: A Branding Co.**
Product Designer & Visual Designer · Honolulu, HI
Created product and visual design needs at all stages of creative projects. Work included a wide range of clients with design through research, branding, visual design, web design, and print production. Worked directly with businesses, engineers, creatives and marketing to create empathetic and functional experiences.

September 2017 to Present **Self Employed**
Freelance Product & Visual Designer · San Francisco, CA
Provided creative solutions for clients' design challenges. Created deliverables including user-flows, wireframes, and other visual needs with aesthetics and empathy-driven design.

January 2018 to September 2018 **Hanalei Company**
Inhouse Lead Designer · Honolulu, HI
Led creative direction for strengthening brand equity of proposals and products to be presented to clients such as Hawaiian Airlines, Duty Free Shopping, and Four Seasons. Worked directly with CEO, PR Manager, and Marketing team to create impactful and brand-driven designs.

January 2018 to September 2018 **Elizabeth Mott**
Inhouse Lead Designer · Honolulu, HI
Established creative direction of digital marketing for social media materials & digital campaigns. Worked directly with CEO, PR Manager, and Marketing team to target key performance indicators and pain points.

PROFESSIONAL SKILLS

Visual Design, Branding, Illustration, Digital Marketing, Ideation, Storyboarding, Systematic Thinking, User Research, Journey Mapping, Experience Design, Editorial, ADA Compliant Design, Interpersonal Communications

SOFTWARE PROFICIENCY

Adobe CC Suite Proficient in Photoshop, Illustrator, Indesign, Lightroom, Xd, Acrobat
Experience in AfterEffects & DreamWeaver

Microsoft Office & Apple iWork Proficient in Word, Excel, Powerpoint
Proficient in Pages, Numbers, and Keynote

G Suite Proficient in Gmail, Drive, Hangout, Slides, Sheets, Sites, Docs

Programming Experience with basic HTML and CSS coding

Other Figma, Sketch, Extensis Software, Font management systems, TED, Large-scale Printer drivers

LANGUAGES

English (fluent)
Korean (casual)