



A passionate Creative Strategist / Visual Storyteller with over 10 years of proven success driving creative and transformational change in the entertainment industry. An innovative and versatile leader who excels at building, mentoring, and empowering high performance teams engaged in cross-functional collaboration, designing and executing brand-aligned campaigns that meet both business and creative objectives in high-pressure environments.

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## AREAS OF EXPERTISE

Art Direction  
 Graphic Design  
 Books / Magazines Design  
 Environment Design  
 UX/UI Design  
 Creative Strategy  
 Brand Development / Steward  
 Digital and Retail Marketing  
 Special Events Marketing  
 PR and Media Relations  
 Print Marketing Campaigns  
 Social Media Campaigns  
 360 Marketing Campaigns  
 Full Life Cycle Project Management

## PROVEN STRENGTHS

Creative Leadership  
 Creative Direction  
 Team Leadership  
 Collaboration  
 Clear Communication  
 Project Management  
 Asset Organization  
 Cost Control / Budget Planning  
 Vendor Relations / Negotiations  
 Creative Solutions  
 Attention to Detail  
 Multitasking

## TECH SKILLS

Adobe Creative Cloud-  
*Photoshop, InDesign, Illustrator, After Effects, Dreamweaver, Muse*  
 Microsoft Office Suite  
 POP by Marvel  
 Basecamp  
 Box  
 Monday.com  
 Social Media for Marketing

## EDUCATION

**Graphic Design**  
**Associate of Science**  
*The Art Institute of California*  
*Los Angeles, CA*

## CONTINUING ED

**Motion Graphics**  
*UCLA Extension*  
*Los Angeles, CA*  
**Web Design**  
*The Art Institute of California*  
*Los Angeles, CA*

## EXPERIENCE

**WARNER BROS., Burbank, CA, 2011 – Present**

**ART DIRECTOR + DESIGN LEAD: DC COMICS, MARKETING & CREATIVE SERVICES, 2019 – PRESENT**

**ART DIRECTOR: DC COMICS, COLLECTED EDITIONS, 2017-2019**

**ASSOCIATE ART DIRECTOR: DC COMICS, INTEGRATED PUBLISHING & PERIODICALS, 2012 – 2017**

**GRAPHIC DESIGNER: WARNER BROS., CONSUMER PRODUCTS, 2011-2012**

- Recruited internally to drive creative direction and design for 10+ simultaneous 360 campaigns in fast-paced publishing house's new Creative Services department
- Collaborate with key marketing stakeholders across multiple departments to design compelling print, digital, social, and promotional collateral that elevate publishing division initiatives and capture brand identity
- Work closely with VP and Design Director to ensure all creative concepts reflect current trends, encourage audience engagement, and meet strict quality standards
- Promote empowered and collaborative office culture while mentoring individual designers
- Maintain Monday.com and Box.com digital workflows, approval processes, and asset management, personally on-boarding cross-functional teams to accelerate buy-in and implementation
- Create collateral and environmental designs for high-profile events including Comic-Con, Bologna and Frankfurt Book Fairs, and the Jim Lee and Asian American Superheroes symposium
- Seamlessly step in to fulfill special projects that involve packaging and Point of Sale (POS) design as well as social media and online ad campaigns for outside partners and custom clients looking to utilize DC IP to expand their brand reach
- Designed dynamic cover layouts and interior pages for graphic novels and re-purposed material, working closely with editorial and production teams to ensure art direction met brand and audience expectations

## PROJECT HIGHLIGHTS

- Created the overall design template for DC Poster Portfolio series, highlighting work from celebrated artists showcasing iconic DC characters
- Art Directed 360 campaigns for *Batman: Damned* that included collateral for swag material, digital, house ads, book fairs, publicity, and sampler ads for Comic-Con
- Designed booth environments for both the Bologna and Frankfurt Book Fairs that attracted in excess of 300,000 visitors
- Designed logos for the *Hanna-Barbara Beyond* re-imagined universe of beloved IP including *Scooby-Doo Apocalypse, The Flintstones, and Future Quest*
- Designed marketing assets for the Library of Congress, Jim Lee and Asian American Superheroes symposium
- Designed retail packaging for *Harley Quinn* and *Batman: The Dark Knight Returns* Book and Mask Sets

## HONORS

Earned promotions as result of successfully balancing increased creative workloads, team mentoring, and workflow improvement initiatives while delivering superior quality graphics to stakeholders

**SHE PREENS, Owner, Los Angeles, CA, 2018 – 2020**

- Successful small business startup in the online reseller clothing space
- Created overall business strategy including operational logistics and marketing
- Hired remote staff to handle tasks related to marketing and customer service
- Oversee all aspects of inventory management from sourcing to shipping

**CASTING / TALENT AGENT, Various Agencies, Los Angeles / Beverly Hills, CA, 2004–2011**

- Highly effective Casting and Talent Agent in the entertainment industry specializing in talent development for casting in commercials
- Responsible for casting commercials contracted by some of the firm's larger advertising clients
- Discovered or brought in raw talent that eventually developed into some of the most reliable talent in the commercial industry
- Negotiated employment contract details for clients including compensation, travel, and adherence to union rules and regulations
- Read scripts, attend shows and provide feedback and research within the industry