

Shannon Yokeley

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Profile

With over a decade of experience, I design engaging print and digital campaigns, delivering creative solutions and upholding brand consistency. In addition, I create visually compelling, production-ready book interiors and covers, always striving for exceptional results. Whether working independently or as a collaborative team member, I am committed to delivering high-quality outcomes.

Education

Bachelor of Fine Arts, Graphic Design
Western Carolina University

Computer Skills

- Proficient on Mac and PC
- Adobe Creative Cloud (advanced): InDesign, Photoshop, Illustrator, Bridge, Acrobat Pro
- Microsoft Office (intermediate): Outlook, Word, Excel, PowerPoint
- Google (intermediate): Docs, Sheets
- E-commerce Platforms (basic): WordPress, PageFly, Klaviyo
- Project Management (intermediate): Workfront, ProofHQ, Asana

Graphic Designer

02C Brands • Asheville, NC • Aug 2023–Mar 2025

- Balance creative projects for various brands, crafting designs for each brand's individual voice and vision
- Develop and design visually engaging creative for email, print, packaging, web, and social
- Craft custom email templates and original campaign visuals that spark audience interest
- Design and build eye-catching landing pages that engage visitors
- Animate digital channels with custom-designed GIFs that draw attention and drive engagement
- Illustrate distinctive icons that highlight key features and make information instantly clear and visually attractive
- Illustrate original patterns that set product lines apart
- Transform product and lifestyle photography by perfecting details, revising images to suit diverse needs, and recoloring or applying different patterns to products
- Collaborate with the supply team to keep packaging and product production on track
- Deliver production-ready files for print and digital channels
- Work hand-in-hand with international suppliers to perfect digital proofs and finalize print packaging
- Coordinate with global vendors to guarantee colors and patterns are spot-on for both solid and fabric products

Marketing Senior Designer

Green Sprouts • Asheville, NC • Oct 2021–Aug 2023

- Guided a talented design team, inspiring creative direction and feedback to produce standout brand assets across digital and print channels
- Work closely with creative directors, copywriters, and management to shape and polish ideas
- Conceptualize and design assets for email, print, packaging, web, and social media that resonate
- Shape new brand assets from the ground up, including logos, typography, illustrations, and a cohesive visual style
- Champion brand guidelines, ensuring every channel stays true to the brand's identity and vision
- Style and capture both lifestyle and product images that tell a compelling visual story
- Meticulously retouch photos, perfecting every detail and customizing product colors and prints for maximum impact
- Curate and organize a comprehensive photo library, keeping creative assets at your fingertips
- Work side-by-side with the production team to keep projects on schedule and deadlines met
- Deliver polished, production-ready files for both print and digital applications
- Team up with international suppliers to perfect and approve digital and print packaging proofs

Operations Specialist & Lead Designer

Plum Print • Asheville, NC • Sep 2020–Oct 2021

- Oversee daily operations, orchestrating plans and coordinating various aspects of the business
- Build strong connections with vendors, clients, and customers to keep projects running smoothly
- Design and refine production processes and guidelines, boosting efficiency without losing quality
- Lead a diverse team of digitizers and designers, uniting in-house and remote talent
- Conceptualize marketing campaigns which captivate both dedicated and fresh audiences
- Take creative projects from spark to finish, designing emails, social media, web, and print ads that stand out
- Style and shoot lifestyle product images that bring the brand to life

Associate Creative Director

Earth Fare • Fletcher, NC • Jan 2017–Apr 2020

- Motivate and lead a team of designers and freelancers, offering creative direction and actionable feedback
- Oversee the creation of dynamic campaigns, including in-store signage, print marketing, social media, email, billboards, and more, ensuring every piece creates a lasting impression
- Style and photograph lifestyle images for use in a variety of marketing materials
- Partner with the production team to keep every project on track and on time
- Take ownership of brand guidelines, guaranteeing creative consistency everywhere the brand appears
- Design creative projects from initial idea to refined final files, ready for print or digital launch

Art Director/Designer

Earth Fare • Fletcher, NC • Sep 2015–Jan 2017

- Collaborate with creative directors, copywriters, and managers to spark fresh ideas and concepts
- Explore marketing initiatives and audience insights thoroughly to craft targeted, effective adverts
- Design materials from first sketch to final approval, delivering flawless print-ready and digital files
- Brief and energize creative team members with clear direction on design concepts and projects
- Review designers' work, offering meaningful feedback and creative guidance

Designer

Earth Fare • Fletcher, NC • July 2014–Sep 2015

- Create eye-catching print and digital designs for in-store signage, newspapers, emails, social media, and more
- Adapt existing creative into fresh print and digital pieces that preserve brand integrity
- Thoroughly prepare print collateral for pre-press and craft final digital files with precision
- Photograph and retouch product images to showcase every detail at its best

Managing Art Director

Lark Crafts • Asheville, NC • Dec 2008–May 2014

- Design over 10 books annually, shaping each one from initial concept to completed final layout
- Coordinate, manage, and style photo shoots, overseeing logistics and creative direction
- Prepare files and guide printers to ensure flawless production
- Review and approve book interior and cover proofs, ensuring top quality and technical excellence
- Orchestrate art and production timelines for over 60 craft books each year, ensuring teams meet every deadline
- Work hand-in-hand with managers, editorial, and art staff to keep workflows seamless and projects moving forward
- Develop and maintain technical policies and guidelines that set the standard for quality
- Oversee the production of materials for the trade catalog
- Create interesting blog posts and web ads that drive traffic and interest
- Manage the upload of book content for Amazon's Look Inside program, expanding reach and visibility
- Oversee the creation and production of e-books and digital projects