

SHANNON HUBLER.

Creative Director
www.shannonhubler.com

about me

My journey has been marked by a passion for storytelling and a commitment to excellence, leading diverse teams to create compelling campaigns and unforgettable events. Currently, I channel my creativity into the nonprofit sector, where I strive to make a meaningful impact through strategic and heartfelt initiatives. My expertise lies in blending creativity with purpose, ensuring every project not only captivates but also inspires.

CONTACT

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skills

Adobe Photoshop - 10 years



Adobe Illustrator - 10 years



Adobe InDesign - 10 years



Adobe XD - 5 years



Figma - 3 years



Powerpoint - 10 years



Google Docs - 10 years



Keynote - 8 years



experience

INTERNATIONAL RESCUE COMMITTEE | AD, Global Head of Design & UX 2022-Current

- Lead global design and UX initiatives, enhancing the organization's visual identity across digital and print platforms.
- Develop and implement user-centered design strategies to improve user experience and engagement.
- Oversee creative direction for global campaigns, ensuring alignment with organizational goals and brand standards.
- Implement measurement frameworks to evaluate brand awareness, recall, and conversion rates, using data to inform design choices.

SAVE THE CHILDREN U.S. | Associate Creative Director 2020-Current

- Reimagined the brand's visual identity within social, web, OOH, media, print and digital spaces.
- Developed a new identity for social pages (Instagram, LinkedIn, Facebook and Twitter) following the "ride the wave" thinking. Updating and using current and modern design trends, high-end illustrations, photography and media. Viewer click-rate, likes and shares spiked, averaging 6-9K per post.
- Leads creative response on global emergencies, including the current Ukraine crisis. Paid media, social graphics, paid digital banners and email amounted to over \$12 Million in donations, 98% of these proceeds accumulated directly through MCF efforts.
- Day-to-day includes brainstorming/strategizing global and local campaigns and initiatives, UX/UI Design, social media, print, branding and visual identity for the organization, OOH, digital assets and managing our creative agency of copy, design and visual media/video.

BBDO ATLANTA | Creative Designer 2018-2020

- Worked cross-functionally with clients, creative and across the agency to deliver a wide array of work and meet all department needs.
- Collaborated with teams and outside vendors to strategize, produce and bring to life all creative needs. • Reconfigured Norwegian Cruise Lines brand identity to modernize their outdated look while still holding onto their initial brand presence. The new colorful brand appealed to a younger audience and pushed for more incentives and value packages, as well as a fresh look and updated color scheme.
- Worked on new business pitches and presentations, with presentations decks created in PowerPoint, Keynote, Google Docs and in PDF formats.
- Collaborated with the Digital Director on visual design and layout for Honey Baked Ham, integrating a voice activated recipe assistance program using Amazon Alexa and Google.

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education

Southern CT State University
2009-2014
BA in Graphic Design

University of Chester UK
2012-2013
BA in Graphic Design

experience (cont.)

REED EXHIBITIONS | Design Manager 2016-2018

- Creative lead for a large portfolio of B2B and B2C trade shows catering to interests ranging from fashion, pop culture, PGA golf, women's culture, jewelry and others.
- Rebranded the Jewelers International Showcase (JIS) with each season having their own accents and style, reflecting the environment the shows are held in. Each show had an app and web page created to make the user experience and journey seamless, from arriving from their flight to navigating the showcase to best meet the attendees needs.
- Created digital and print assets for every show including direct mail and print pieces, OOH, digital banners and mobile/web design (UX/UI visual design).

TEAM EPIC, AN MKTG AGENCY | Graphic Designer
2015-2017

- Created animated social graphics for clients including NASCAR, AT&T, FedEx and others using Adobe After Effects, Photoshop and Adobe Illustrator.
- Designed experiential environments for sporting and entertainment events, combining the excitement of events with the opportunity to promote our clients latest needs. Super Bowl 50 held the event space for M&M's 75th Anniversary party and SNICKER'S Crisper family fun training ground.
- Day-to-day included working on internal presentation decks, new business SCRUM's and presentations, print, digital and motion graphics for social pages (Instagram, Facebook, LinkedIn and Twitter).

SANDORMAX | Graphic Designer
2013-2015

- Worked with local towns and organizations to create and rebrand identities to fresh and modern looks.
- Created web pages and layouts within WordPress for easy handoff for local clients.
- Worked on social pages and creating print and digital templates within Word, Adobe Illustrator, InDesign and Photoshop.