

Shane VonGunster

Digital Designer with 6+ years of experience in brand identities, websites, and visual systems that hold together

View my portfolio: shanevong.com

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Melbourne, Victoria, Australia

Experience

WebLife Stores California, USA

Senior Digital & Brand Designer (Full-time)
Aug 2022 — Sept 2026

Brand & Creative

- Led brand identities and scalable visual systems for 12+ brands across web, social, email, marketing and digital touchpoints.
- Maintained and evolved brand standards, templates and reusable creative assets across multiple portfolio brands.
- Mentored junior designers, providing creative guidance, feedback and support across ongoing projects.

Marketing & Communications

- Designed campaign creative, Klaviyo emails, promotional graphics, product imagery and educational content across multiple brands.
- Email creative contributed to ~10–15% improvements in campaign engagement.
- Translated business and marketing objectives into clear, commercially focused visual communications.

Web & Digital

- Led end-to-end Figma → Webflow projects, reducing typical launch timelines from ~4 weeks to ~2.
- Directed major website revamps for Bobi Mailboxes and MailboxWorks, contributing to a 35–45% uplift in conversion.
- Collaborated with stakeholders, marketing teams and developers to deliver websites and digital experiences from concept through launch.

Leadership & Operations

- Managed creative priorities across 12+ brands while maintaining consistency, quality and delivery timelines.
- Built creative workflows, SOPs and internal processes that increased team output by ~25%.
- Integrated Webflow, Zapier, Typeform and Coda workflows, reducing manual administration by ~40%.

AI & tooling

- Researched, tested, and documented 300+ AI tools, creating an internal knowledge base that improved creative and content turnaround times.

Realty Gate Muscat, Oman

Freelance Designer (Remote)
Jan 2023 – Nov 2025

- Developed brand identities, templates, and cohesive assets.
- Designed investment proposal decks for real-estate clients.
- Created social content aligned with brand messaging.
- Designed full website experiences and visual concepts.

Zirateh Colombo, Sri Lanka

Graphic Designer (On-site)
Nov 2021 - Aug 2022

- Created digital and social campaigns for 5+ brands.
- Produced and edited branded video content, including Time Keeper.
- Created motion graphics and multimedia content.
- Collaborated with teams and stakeholders from concept to delivery.

Code 30 Strategies Dubai, UAE

Freelance Designer (Remote)
Jan 2021 – Nov 2021

- Led branding and marketing for 10+ brands, including Mowe.
- Designed presentation decks for business proposals.
- Created social media content and motion graphics.

Blue Synergy Muscat, Oman

Graphic Designer (On-site)
Oct 2019 - Jan 2021

- Began as a photographer and videographer
- Designed social media visuals for brand campaigns
- Supported creative direction and daily content production

About me

I'm a multidisciplinary designer with 6+ years of experience across branding, digital, web, print and multimedia. I've worked with brands across Australia, the U.S., Middle East and Sri Lanka, creating everything from full brand identities and design systems to websites, campaigns, presentations, social content, video and motion graphics. I like getting involved early, understanding the business and figuring out what actually needs to be communicated before jumping into the design. I'm big on structure and consistency, especially when a brand has a lot of moving parts, but I'm equally focused on the commercial side of the work. I want what I design to look great, make complicated information easier to understand and, ultimately, help the business get a better result.

Education

Masters of Design

Swinburne University of Technology — Australia
Jul 2024 — Jul 2026

BA (Hons) Visual Communication Design

Academy of Design (Northumbria University) — Sri Lanka
Jan 2019 — Dec 2022

Skills

Creative Skill Set

- Branding
- Website design
- Social media content
- Prototyping
- Presentation deck design
- Infographic design
- Videography
- Photography
- SOP development
- Layout & print design
- Email marketing + design
- E-commerce design

Technical Skills

- Figma
- Webflow
- Zapier
- Wordpress
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Final cut pro
- Klaviyo
- + Many more (including AI tools)