

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

Design team lead / Designer (Full time, Remote)
Aug 2022 — Aug 2026

Brand & systems

- Led and developed brand identities and scalable design systems for 12+ brands, ensuring visual consistency across web, social, email, and marketing touchpoints.

Marketing & campaigns

- Designed Klaviyo email templates for major U.S. mailbox retailers, contributing to ~10–15% improvements in campaign engagement.
- Produced Amazon product imagery, promotional graphics, and educational assets to support stronger listing clarity and conversion.
- Established social media design systems and content flows, improving visual consistency and reducing revision cycles.

Websites

- Led end-to-end website builds enabling rapid MVP launches without external developers, reducing time to launch from ~4 weeks to ~2 weeks.
- Directed full website revamps for Bobi Mailboxes and MailboxWorks, improving site architecture, accessibility, and user flows, contributing to a 35–45% uplift in conversion.
- Designed high-conversion Figma → Webflow experiences across recruitment, HR, education, and e-commerce products, supported by branded components and scalable templates.

Automation & operations

- Built ClickUp workflows, SOPs, and internal processes that increased team output by ~25% and reduced delivery bottlenecks.
- Integrated Zapier, Webflow, Typeform, and Coda to automate HR and candidate review pipelines, cutting manual admin time 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

- Pitched marketing content ideas that strengthened visibility.
- Designed social content for 5+ brands.

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

Brand identity, web design, and visual content across Figma, Webflow, and Adobe Creative Suite, plus photography and video production. I've worked on brands across the U.S., Australia, the Middle East, and Sri Lanka, spanning real estate, e-commerce, recruitment, and education. I plan before I build. I'd rather map out structure and logic upfront than fix a messy foundation later, which is probably why brand systems and design consistency are what I care about most. That said, the reason I got into this in the first place is simple: I just love making things look good, and that hasn't changed since day one.

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 premier pro
- Adobe illustrator
- Final cut pro
- Klaviyo
- + Many more (including AI tools)