

Shane VonGunster

Digital Designer with 7+ years of experience in brand identities, websites, and visual systems that hold together

View my portfolio: shanevong.com

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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.

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%.
- Mentored 4 junior designers, providing creative guidance, feedback and support across ongoing projects.

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

- Designed print and digital collateral, including presentations, reports, infographics and marketing materials.
- 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

Designer with 7+ years of experience across branding, digital design, web and creative operations. I've worked across multiple brands and markets, creating brand identities, visual systems, websites, campaigns and digital experiences from concept through to delivery. My experience goes beyond hands-on design. I've also managed creative priorities, collaborated with stakeholders and teams, mentored designers, and developed workflows and processes that improve how creative work gets delivered. I enjoy understanding the bigger picture behind a project, turning ideas and business needs into clear visual outcomes, and bringing structure and consistency to environments with lots of moving parts. Ultimately, I care about creating strong design while also helping the people, processes and systems around it work better.

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)