



# SHAWN DUNN

GRAPHIC ARTIST - ARTISTIC DIRECTOR - TECHNICAL WRITER

## CONTACT

✉ SkimaStudios@gmail.com

🌐 SkimaStudios.com

☎ 585-957-2029

📍 206 Crystal Creek Dr.  
Rochester, NY 14612

## PROFICIENCIES

Adobe Creative Suite

InDesign

Photoshop & Illustrator

Dreamweaver

Word & Excel

Developing Creative Solutions

Production for Digital & Offset Printing

Collaborating Effectively with Clients

Delegating & Managing a Workflow

Meeting Strict Deadlines

Following Brand Compliance

Web Hosting & Domain Management

HTML & CSS

Basic CNC design

Kitaboo

Articulate Rise 360

Articulate Storyline 360

Multi-Platform Trained

## EDUCATION

A.O.S. Bryant & Stratton College

Rochester, NY

December 2005

**Major:** Graphic Design

A.O.S. Genesee Community College

Batavia, NY

May 1992

**Major:** Communications

## WORK EXPERIENCE

### TECHNICAL WRITER

Ortho Clinical Diagnostics, Rochester, NY / 2019 - 2022

- Designed and programmed interactive eBook for use in personal mobile instruction, utilizing the program Kitaboo
  - Collaborating with Instructional Designers, SME's and a video editor to discuss the implementation and scope of the project
  - Produced layouts through InDesign, eLearnings through Storyline and interactive quizzes through Kitaboo
  - Consult with an international software development team to correct issues regarding eBook reader functionality
  - Conference calls with management to troubleshoot project issues
  - Worked with IT team to streamline user experience with content management platform SABA within Ortho U
- Working directly with different departments abroad and upper management on projects such as wide spread implementation of teaching tools
- Met with printers to discuss with project implementation
- Creating interactive PDFs for project management
- Develop HTML portal for Ortho U learning management system
- Designed and developed Email Blasts
- Tutoring coworkers on InDesign, Photoshop, Illustrator and Kitaboo
- Creating elaborate client-facing PowerPoint presentations
- Manually converted materials from content management software VASANT to InDesign
- Evaluating and improving graphical standards.
- Collaborated with Engineers and technical writers in developing instructional projects
- Create interactive eLearning's with both Articulate Storyline 360 and Rise 360.
- Working with analyzer emulators over Virtual Box to capture essential materials, often in different languages
- Produced or replicated materials for international markets (18 languages) while implementing proprietary translation tools or software services such as Lionbridge
- Beta tested mobile software for client use



# SHAWN DUNN

GRAPHIC ARTIST - ARTISTIC DIRECTOR - TECHNICAL WRITER

## CONTACT

✉ SkimaStudios@gmail.com

🌐 SkimaStudios.com

☎ 585-957-2029

📍 206 Crystal Creek Dr.  
Rochester, NY 14612

## WORK EXPERIENCE

### DESKTOP GRAPHIC ARTIST

Valassis Local Market Services / Clipper, Boston, MA / 2016 - 2019

- Provide support to Creative Services
- Develop design materials from conception to print using primarily InDesign to match the specifications of multiple templates and print standards
- Work with print partners such as Valassis, Universal, Worcester Envelope, JTS Direct, Trend and other auto market printers to ensure accurate and timely delivery of artwork for all projects
- Both create and comply with templates for multiple formats and layouts
- Utilize available resources for ad design, such as image libraries & auto planners
- Work from design queue & delegate work to freelancers
- Train in new processes and procedures for new auto markets as they roll out
- Trained in VDP (Variable Data Printing) for customized mid-level marketing
- Research and train in new design techniques as it pertains to Newspaper & Flexographic Printing

### ARTISTIC DIRECTOR / PROJECT MANAGER

Printed Deals, Rochester, NY / 2010 - 2016

- Work closely with both client and sales to develop and prioritize jobs
- Develop materials from conception to print using such Adobe programs as InDesign & Photoshop to not only produce client collateral but place the materials in a long-form magazine layout
- Delegate and prioritize work for a design queue
- Meet strict deadlines with printer
- Produce print mechanical for press (both digital and offset printing) in compliance with standards and often in close communication with printer
- Set deadlines for both individual client projects and larger magazine runs
- Manage several project simultaneously
- Direct work of both outside freelancers and illustrators

### ARTISTIC DIRECTOR / PROJECT MANAGER

Simco Services / RocCity Services, Rochester, NY / 2007 - 2009

- Maintained client relationships by producing or managing the production of website design, print mechanicals, brand standards, client proposals and art direction
- Managing the hosting and domain right, e-mails, XML encoding and software development (admin panel, calendar, virtual file cabinet, SEO)
- Live demonstrations of custom software to potential clients
- The production of print collateral for both internal and client use
- Management form and software to develop streamline mass HR solution