



# SHELBY BASS

art director

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## EDUCATION

### VCU BRANDCENTER

*Master of Science in Business / Art Direction*

*GPA 4.0 / May 2020 / Richmond, VA*

### UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

*BFA in Studio Art, Summa Cum Laude, Minor in Advertising*

*GPA 3.83 / May 2015 / Chapel Hill, NC*

## RECENT EXPERIENCE

### ART DIRECTOR, GELIA

*November 2016 – October 2019 / Raleigh, NC*

Concepted campaigns for print, digital and social on the Caterpillar account

Got my hands dirty art directing television and photo shoots for Caterpillar

Literally got my hands dirty. On construction sites.

### GRAPHIC DESIGNER, PHOTOFY

*May 2015 – October 2016 / Raleigh, NC*

Created designs, geofilters and templates for app users

Strategically developed design solutions for business users

Lived the #startuptime

### INTERN, MCKINNEY

*January 2015 – April 2015 / Durham, NC*

Crafted mockups for use in creative pitches

Created print materials and pica-perfect mechanicals

Learned the pros and cons of always carrying an x-acto knife

## RECOGNITION

*Rick and Barbara Boyko Scholarship / May 2019*

Largest scholarship awarded at the Brandcenter

*The Richmond Show / April 2019*

Gold cannonball winner for Terminix print campaign

*MSU Society for News Design / May 2015*

First Place winner in the Promotions and Advertisements category

Judged by creatives from Adweek, The New York Times and Vox Media

## WHAT I CAN USE

*Photoshop*

*Premiere*

*Cinema 4D*

*Illustrator*

*After Effects*

*Unity*

*InDesign*

*Final Cut Pro*

*Keynote*

## ASK ME ABOUT

Taking down the judge who sentenced Stanford swimmer Brock Turner

Winning a karaoke competition using a metallic blazer and a kazoo

The Lord's Line