

Shanice Heard

Experienced graphic designer

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Summary

Design Areas:

Branding & Identity, Web Design, Print Design, Packaging Design, Email Design, Social Media, Advertising, Signage

Technical Skills:

Adobe Suite: Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver
Microsoft Office: Word, PowerPoint, Excel, Clip Studio Paint, QuarkXPress, Blender, Interfaces:
Windows, Mac OS X

Other Skills:

Photography, Videography, Video Editing, Hand Drawings, Paintings

Experience

Marzare LLC

Freelance Graphic Designer/Creative Director/Owner

Tampa, FL - August 2010 to Present

- Establish, manage, and maintain a creative arts business that specializes in assisting companies with brand awareness, establishing a media presence and creating unique merchandise.
- Designed logos, brand identities, product packaging, vehicle wrap, menu, and employee apparel for companies such as Midway Dogs, Eleven Cups Coffee House, DH Professional Staffing, Inherited Momentum Enterprises, and Heavenly Bakes.
- Created content for various social media platforms including Facebook, snapchat, Instagram
- Create presentations & mood boards to present brand systems to clients
- Designed Company and family event apparel, marketing tools and promotional merchandise.
- Commission artwork in traditional art such as pencil drawing and acrylic painting as well as digital art
- Discussed, planned and prepared illustrations and rough sketches for clients' books.
- Designed custom bowling jerseys, uniform shirts, and graphic tees for various clients
- Developed and maintained a production system in Notion to track productivity and progress for all incoming client projects.
- Developed the Front-end design for Marzare.com

Machine Operator/Assembler Levy Recognition

Tampa, FL - February 2019 to November 2019

- Operated Digital print machine
- Laser etching & Sandblasting
- Order set up in Corel Draw

- Printed and burned film for sandblasting

Hit Promotional Products

Apparel Artist

Clearwater, Fl - October 2017 to January 2019

- Set up silk screen and direct to garment print files for their customers custom designs in Adobe Illustrator.
- In preparation of artwork for silk screen printing used methods such as color trapping to ensure there are no gaps in the final imprint if the colors happen to be slightly misaligned during production.
- Adjusted artwork which included opening up areas within the art that were too small to show through on the screens, converting the original colors to PMS colors, and converting PNG or JPG files to vector files (AI, EPS).
- Processed incoming orders using the AS400 system.
- Collaborated with the clients to answer art related questions, made revisions and created proofs with mockups of their finished product to be approved before production.
- Verified all artwork files from company employees before it went into final production.
- Set up art files in adobe Illustrator to be used for heat transfers

Big Frog Custom T-Shirts & More

Graphic Artist

Oldsmar, Florida -February 2016 to September 2017

- Designed custom T-shirts for walk-in customers.
- Produced apparel and koozies using Direct to Garment (DTG), White ink DTG, vinyl, and plastisol processes.
- Provided outstanding customer service that included monitoring and responding to customer via emails and phone calls
- Tracked inventory and provided in-store customer service.

E.L Sales Corp

Graphic Designer

Clearwater, Florida -January 2016 to June 2016

- Developed posters and promotional packages for vendors, packaging design, email design, web design, catalog creation, and design sales sheets for Prédire Paris & Royale USA brands.
- Photographed products for websites and ads

Education

University of Central Missouri

Bachelor of Fine Arts (BFA), Graphic Design · anticipated graduation December 2025