



SHANICE HEARD

GRAPHIC DESIGNER

CONTACT

- 816-716-0952
- sheard0217@gmail.com
- 4747 w Waters Ave Apt 1616, Tampa, FL 33614
- www.Marzare.com/Portfolio

SKILLS SET

- Color Separation
- Typography
- Branding & Identity
- Social Media Marketing
- Vehicle Wrap Design
- Video Editing
- Print & Packaging Design
- Color Separation
- Apparel Design
- 2-D Animation
- Signage
- Engraving
- Digital Illustration
- Traditional Art (Drawing)

PROGRAM EXPERTISE

- Adobe Creative Suite ●●●●●●●●
- Microsoft Office ●●●●●●●●
- Clip Studio Paint ●●●●●●●●
- Infinte Painter ●●●●●●●●
- Affinity Suite ●●●●●●●●
- Figma ●●●●●●●●
- Auto Cad ●●●●●●●●
- Coral Draw ●●●●●●●●

INTERFACE EXPERTISE

- Windows ●●●●●●●●
- Mac OS X ●●●●●●●●

01 ABOUT ME

I'm a passionate and innovative graphic designer and illustrator with over a decade of experience crafting visually engaging designs and memorable illustrations. Specializing in character design, particularly for children's brands, I bring stories to life through vibrant and relatable visuals that resonate with young audiences.

02 EDUCATION

BFA in Graphic Design

University of Central Missouri (2012 - Anticipated Graduation May 2027)

- Graphic Design Fundamentals
- Traditional Drawing and Painting
- Sculpting
- Typography
- Building a business plan
- Marketing

03 EXPERIENCE

Marzare LLC Tampa, FL
Freelance Graphic Designer/Creative Director/Owner

- 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.









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- 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

Levy Recognition Tampa, FL

Machine Operator/ Assembler

- Operated Digital print machine
- Laser etching & Sandblasting
- Order set up in Corel Draw
- Printed and burned film for sandblasting

LoweGear Tampa, FL

Screen Printer / Graphic Artist

- Operated 8 arm automatic silk screen press machine
- Operated 4 arm manual silk screen press
- Created custom art for clients' screen printed apparel orders, vinyl banner orders, canvas prints, and HTV orders using Adobe Illustrator and Adobe Photoshop
- Prepared clients' art for embroidered apparel using Adobe Illustrator

Hit Promotional Products Clearwater, FL

Apparel Artist

- Set up silk screen and direct to garment (DTG) print files for their customers' custom designs in Adobe Illustrator.
- In the preparation of artwork for silk screen printing, I 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

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Affinity Suite	●●●●●●●●
Figma	●●●●●●●●
Auto Cad	●●●●●●●●
Coral Draw	●●●●●●●●

INTERFACE EXPERTISE

Windows	●●●●●●●●
Mac OS X	●●●●●●●●

Big Frog Custom T-Shirts and More Oldsmar, FL Graphic Designer

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- Laser etching & Sandblasting
- Order set up in Corel Draw
- Printed and burned film for sandblasting

E.L. Sales Corp Clearwater, FL Graphic Designer

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