

Shannon Pallatta

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EDUCATION

American University, Washington, DC

2019 BA *cum laude*, Graphic Design and Studio Art. Honors Program with Presidential Scholarship

Studio Arts College International, Florence, Italy

2017 Coursework in art, design, and museum studies

PROFESSIONAL EXPERIENCE

Freelance

Apr 2020–Present

Designer

Self-motivated and responsible for balancing many projects at once spanning print and digital design and art direction. I collaborate with teams of in-house designers at times and take the lead as the sole designer on other projects. Clients include National Geographic, Day Eight Publishing, and Topps Digital, as well as other publishers, arts organizations, and brands.

The Topps Company, New York, NY

Jan 2021–Present

Freelance Designer

Develop visual identity for new trading card sets and expand on imagery for existing concepts for the Star Wars, Disney, and NHL apps.

National Geographic Partners, Washington, DC

Apr 2020–Present

Freelance Designer, Kids Books and Magazine

Jun 2019–Apr 2020

Designer, Kids Books

Designed interiors and covers for Kids books, responsible for creative concept development and detail-oriented production edits. Managed the work of freelance designers to ensure all visual identity guidelines were upheld. Collaborated closely with a team of editors, photographers, and designers to develop content for books and presented work at weekly creative reviews to marketing and sales.

American University, Washington, DC

Aug 2017–May 2019

Teaching Assistant, Graphic Design Department

Guided students in class peer critiques, demonstrated the use of software and analog design tools, and answered technical and conceptual student questions in the introductory design course. Solidified my knowledge of design principles, expanded my expertise with Adobe software, and developed a deeper interest in education.

National Geographic Partners, Washington, DC

Jun 2018–Aug 2018

Visual Identity Intern, Kids Media

Created book covers and spreads published in the National Geographic Kids magazines and tailored designs to a range of external and internal audiences including children, parents, and National Geographic team members. Collaborated and communicated with team members through brainstorming sessions and the editorial ideation and design process. Contributed creatively and conceptually to these sessions and addressed detail-oriented design edits.

American University Museum at the Katzen Arts Center, Washington, DC

May 2017–Aug 2017

Graphic Design Assistant

Designed materials to promote and support museum exhibits, including print advertisements and invitations, website and email layouts, museum signage, and wall text typesetting. Conceptualized designs that were relevant to individual exhibits while upholding the museum's visual identity.

PROFESSIONAL EXPERIENCE (CONT.)

- May 2017–Aug 2017 **Current**, Takoma Park, MD
Graphic Design Intern
Crafted a range of design projects, including print and digital advertisements, event logos, and a media kit for Current, a nonprofit news publication for and about public media. Tailored designs to communicate to Current's wide array of audiences, from potential advertisers to readers of the publication.

TEACHING

- 2022 **Experimenting with Sculptural Typography**, Index Space
Instructor
Developed the curriculum for and taught a four-week introductory course on sculptural typography. Students learned about work by other designers in the field, as well as refreshed typography knowledge and general principles of sculpture to learn to combine the two disciplines. I led students in peer critique, and they participated in exercises in creating type using materials and photography.

EXHIBITIONS / AWARDS

- 2019 **Runner-up**, Creative Quarterly 56
For *American University Design Show* posters
- 2019 **Best in Show**, American University Design Show, Washington, DC
For *Beach House* poster and *Con Prisa* packaging
- 2019 **Untethered (A Senior Seminar Exhibition)**, American University Katzen Arts Center, Washington, DC
- 2019 **Undergraduate Art Showcase**, American University Katzen Arts Center, Washington, DC
- 2018 **AmLit**, American University Arts Publication, Washington, DC
Self Portraits (Carly, Anna, Jordan, Madison) showcased in publication.
- 2018 **SACI Student Showcase**, Studio Arts College International, Florence, Italy
- 2018 **Undergraduate Art Showcase**, American University Katzen Arts Center, Washington, DC
- 2017 **Second Best in Show**, American University Design Show, Washington, DC
For *Bringing Art to Life* posters

COLLABORATIVE PROJECTS

- 2019 **American University Design Show**, American University, Washington, DC
Art Director
Presented my branding proposal and was chosen to fully execute my concept and art direct the 2019 Design Show. Led the design team in creating a consistent and fully realized brand through design, photography, and language, including posters and marketing materials, exhibition design and environmental graphics, and website and digital design. Arranged speakers and design workshops, boosted involvement in the club through a record number of work submitted to the annual student exhibition, and ran the logistics and event planning for the 2019 Design Show.
- 2017 **Russian Bears and Puckish Glares**, American University, Washington, DC
Designer
Created and produced an original book in collaboration with one designer and three contributing authors. This book was a visual analysis of political cartoons depicting the US/Russian relationship over time.

INVOLVEMENT / MEMBERSHIP

2018–2019 **American University Design Club**, American University, Washington, DC
President (*member since 2016*)

2018–2019 **American University Players**, American University, Washington, DC
Designer

2017–2019 **American University Art Students Guild**, American University, Washington, DC
Member

SKILLS

PROGRAMS/APPLICATIONS

Adobe Creative Suite proficiency (InDesign, Illustrator, Photoshop); Microsoft Office and Mac software; Social media; HTML & CSS, Sketch, Adobe XD, After Effects, Premiere, and Bridge

OTHER

Image-making/illustration and craft; editorial/publication design and typography; art direction and creative concept development; studio photography; drawing and painting; screen printing; intermediate in French and Italian