



SHELBY SPEARS

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www.shelbyspears.com

Experience

Galison/Mudpuppy, New York, NY

Senior Designer, July 2007-present

- Research, conceptualize, and design a range of boutique stationery and gift products sold in over 4,000 stores worldwide; clients include the Museum of Modern Art, the Victoria and Albert Museum, The National Gallery in London, Anthropologie, The Andy Warhol Foundation, and Barnes & Noble; proven ability to manage multiple projects effectively
- Educate and train sales representatives on product lines, customer relations, and client cultivation
- Ambassador at company's largest revenue-producing trade shows (5 annually); promote products and foster relationships
- Research competitors, price points, and market, design, and fashion trends; includes both domestic and international travel
- Influence product development, including the formulation of design specs for new product prototypes
- Propose custom projects for a range of specialty clients
- Conceptualize and design Galison product catalogs (3 per year, distributed internationally)

The Taproot Foundation, New York, NY

Pro Bono Art Director, May 2008-present

- Selected as strategic brand consultant, art director, and designer for the Long Island City Partnership branding project; researched Long Island City's core attributes and identified key message; developed logo, marketing materials, collateral, and brand book for new identity
- Developed, art directed, and re-designed a website for Row New York, a local non-profit that focuses on competitive rowing and academic support for underprivileged high school students
- Art directed and designed a brochure for SoBRO, a non-profit dedicated to enhancing the quality of life in the South Bronx

Chelsea House, New York, NY

Freelance Book Illustrator, April 2008

- Illustrated book cover for Ernest Hemingway's *The Old Man and the Sea - Bloom's Modern Critical Interpretations*

The Museum of Modern Art, New York, NY

Design Intern, June–August 2006

- Designed marketing brochure for P.S.1 MoMA; designed logo and invitation for the *In the Making: Summer at MoMA* program
- Created marketing material for the MoMA Community Programs and MoMA Access programs; material utilized by both employees and visitors (1.8 million annually)
- Participant in the MoMA Gallery Talk Training Program; researched, developed, and delivered a public lecture entitled *Fine Art and Graphic Design: A Two-Way Mirror*

Professional Affiliations/Community Service

New York Junior League

Steps to Success - Job Skills Training Committee

- Chair of Outreach Subcommittee; build relationships with new community partners in New York City, communicate with existing community partners to schedule workshops, develop workshop materials, ensure client satisfaction, and monitor feedback on weekly sessions; track job success rates based on Steps to Success volunteer efforts
- Provide job skills training workshops for men, women, and children housed in New York City shelters; workshops include writing a resume and cover letter, interviewing skills, dressing for success, and computer skills

319 East 73rd Street Owner's Corporation

Director, May 2010-present

Education

Auburn University, May 2007

B.F.A. in Graphic Design, GPA: 3.75 Magna Cum Laude

Parsons School of Design, Summer 2005

Summer-intensive course on Design Sustainability