

**EXHIBITION & GRAPHIC DESIGNER**

**CONTACT**

240.246.4132

shannonmelea@gmail.com

[www.shannonmelea.com](http://www.shannonmelea.com/)

**PROFILE**

Seasoned and accomplished designer with over 15 years of experience in exhibition and graphic design, building an impressive career in both the public and private sectors, primarily focused on natural history, science, and education. My expertise lies in museum exhibition design and visual media creation, including exhibits, three-dimensional rendering, graphics, brochures, collateral material, signage, and logos. I’m well-versed in digital art creation for various projects, such as social media and presentations, and my ability to adapt to different platforms, both on Mac and PC, allows me to efficiently produce outstanding design solutions.

Throughout my career, I have showcased my design skills and creativity. As a lead exhibition designer, I have an ability to conceptualize and execute compelling museum exhibitions. I am skilled in creating engaging and functional designs that enhance visitor understanding and interaction with exhibition content. My attention to detail and dedication to producing clean and visually appealing designs have earned me a reputation for excellence in the field.

With extensive expertise in various design software, including Adobe Photoshop, Illustrator, and InDesign, I have successfully produced camera-ready artwork and eye-catching graphics for exhibitions, marketing materials, and social media promotions. Additionally, I possess proficiency in Vectorworks, allowing me to develop technical drawings and elevations for exhibit components. My portfolio includes a diverse range of projects, from 1,000 sq. ft. photography-based shows to 4,000 sq. ft. object-heavy exhibitions. Notably, I received the Smithsonian Award for Exhibition Excellence as the lead graphic designer for the *Objects of Wonder* exhibition.

Throughout my career, I have demonstrated excellent drawing and artistic skills, incorporating perspective sketches and original illustrations to enhance the overall impact of the projects I undertake. I am a collaborative team player, but also thrive in individual work settings, and I take pride in my resourcefulness and lateral thinking to find innovative solutions.

With a track record of successful projects, multiple awards, and a reputation for excellence, I am a highly qualified and accomplished exhibition and graphic designer, poised to continue creating impactful and engaging experiences within the fields of natural history, science, and education.

**SKILLS**

Adobe Photoshop

Adobe Illustrator

Adobe In-Design

Graphic Design

Vectorworks

Page Layout

Illustration

Typography

Photo editing

Image research

Architectural drawings

Scale model making

Logo Design

Photography

Photo Editing

Storyboarding

Microsoft Word

Microsoft Excel

Microsoft Powerpoint  
Mac and PC Platforms

**QUALIFICATION HIGHLIGHTS**

Exceptional design experience in commercial art, industrial design, and exhibition design  
Excellent knowledge of computer-based design programs  
Ability to accept criticism of ideas and designs  
Ability to design effective architectural, mechanical, electrical and other exhibit components  
Proficient with CAD software (i.e. Vectorworks)  
Superior creativity, imaginative and lateral thinking skills  
Strong drawing, presentation and drafting skills

**EXPERIENCE**

VISUAL INFORMATION SPECIALIST—Exhibition and Graphic Design

Smithsonian Institution, National Museum of Natural History | Washington, DC|2010–Present

*Responsible for designing and producing camera-ready artwork, utilizing various design software and equipment. Determine the most effective methods to reach diverse audiences and recommend appropriate media options for use in exhibitions and interactive displays. Create technical drawings, elevations, signage, and graphic panels with typographic treatments.*

• Design and produce camera-ready artwork

• Expertly use Adobe InDesign, Illustrator, Photoshop, Vectorworks, Microsoft Office,

and design-related equipment

• Determine best methods for effectively reaching diverse audiences

• Recommend appropriate media options for use in exhibitions and interactives

• Create technical drawings and elevations, develop engaging signage, and create eye-catching

graphic panels with well-crafted typographic treatments

• Design Board Reports, magazine advertisements, newsletters, invitations, marketing materials,

and various social media promotions

• Create original illustrations, including well over 100 illustrations for the new permanent paleontology hall that opened June 2019

• Designed over 40 shows ranging from 1,000 ft2 photography-based shows to 5,000 ft2

object-heavy exhibitions. Select projects include: *More Than Meets the Eye, The Last*

*American Dinosaurs*, *Outbreak: Epidemics in a Connected World*, *Objects of Wonder*, *Unsettled Nature: Artists Reflect on the Age of Humans, Lights Out: Recovering Our Night Sky,* and *Cellphone: Unseen Connections.*

CO-FOUNDER

Ashley Sophia, LLC | Gaithersburg, MD | 11/2018 – 06/2023

*Conducted market research and contributed to developing a comprehensive business plan. Played a key role in designing a fully functioning e-commerce website, establishing a cohesive brand aesthetic, and creating marketing materials, including social media content using Photoshop and Illustrator.*

• Conducted market research and helped develop a comprehensive Business Plan

• Co-designed and developed a fully functioning e-commerce website

• Designed a cohesive brand aesthetic, including product packaging and business card

• Devised a marketing plan—including sales forecasting, expense budgets, social media, search engines, and alternative advertisement methods like expos, magazine ads, and newspaper ads

• Actively sought out and engaged with potential partners and collaborators

• Conducted in-person sales at expos

• Designed social media content using Photoshop and Illustrator

JUNIOR GRAPHIC DESIGNER

Vibrant Design Group | Germantown, MD | 03/2010–09/2012

*Contributed to various design projects, including branding, ads, program books, exhibits, and promotional materials for different clients.*

* Created company banner, branding cards, and workbook
* Designed three ads and mock cover for the *Washington Informer*
* Created multi-page program book for Northern Virginia Urban League Annual Dinner
* Created bookmark, large banner, and Web banner for *Teaching for Change*
* Designed museum and design contest databases based on personal research
* Helped create a 4,000 ft2 traveling exhibit for the National Urban League; assisted in set up and maintenance of the show at the NUL Centennial Conference
* Created booklets, note cards, business cards, and brochures
* Designed invitations, name badges, and food labels for the 1st Annual VDG Soirée to promote collaboration among small business owners

**EDUCATION**

BACHELOR OF SCIENCE, MAJOR IN INDUSTRIAL DESIGN

Virginia Polytechnic Institute and State University | 2003–2007

ASSOCIATE OF ART, MAJOR IN GRAPHIC DESIGN

Art Institute of Washington | 2008–2010

**AWARDS**

***Smithsonian Award for Exhibition Excellence***

Team award for outstanding design and execution of *Objects of Wonder*

Role: Lead graphic designer

August 2018