



SHANE PILSTER

GRAPHIC DESIGNER, WEB DESIGNER, EDUCATOR, CREATIVE

SUMMARY

Highly creative and multitalented freelance graphic designer, web designer, and artist with over 10 years experience developing engaging and innovative digital and print design for clients in a broad range of industries. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Results-oriented professional accustomed to surpassing expectations in deadline-driven environments.

WORK EXPERIENCE

March 2009 to Present

Pittsburgh, PA

Freelance Graphic Designer, Web Designer, Artist, Creative | 82 Concepts, LLC

- Cultivated relationships with local, national and international clients, some spanning several years
- Created vision and conceived designs in conjunction with clients to consistently meet deadlines and requirements
- Successfully translated subject matter into concrete design for print, web, and mobile devices; including business cards, brochures, menus, posters, billboards, trade show booths, email campaigns, WordPress websites, web banners, wireframing, books, leaflets, and photo shoots
- Collaborated with marketing departments, ad agencies, graphic designers, web developers, marketing firms, TV directors and producers, local and national organizations, photographers and artists for various campaigns and individual projects
- Painted murals for local organizations, national and international businesses, musicians, online television, and private residence

Specific Roles In Projects

- Created custom icons for logos, redesigned UI for user login screens, created spec sheets for login screens on web and mobile, and communicated all changes to several satellite development teams for over 30 products
- Partnered with a Creative Director to conceptualize, design, and print manage trade show booth artwork under tight deadlines
- Developed, managed, and designed campaign with small marketing firm for a music event and contest that included logo design, newspaper ads, billboards, leaflets, web banners, social media ads, and mini-website for the contest

December 2012 to Present

Pittsburgh, PA

Urban Arts Coordinator & Curator | Rivers of Steel National Heritage Corporation

- Partnered with Rivers of Steel to create an Urban Art Tour curriculum, which consists of a historic and cultural tour of urban art, including the post industrial history of Carrie Furnaces, showcasing the new works created at the site, and a hands on workshop or demonstration for guests – ranging in ages from 6–65+
- Conceptualized and created the branding for the Save The Carrie Deer event used in print ads, online ads, leaflets, DVD cover and disc, and T-shirts
- Designed multiple electronic billboard ads to promote events, tours, and attractions
- Coordinated with Rivers of Steel staff on multiple advertising projects including historic landmark signage on the heritage trail, a printed booklet for the 2018 season, multiple print ads, online ads, posters, flyers, and email blasts, along with live painting at several events including the Three Rivers Arts Festival and Thrival 2017
- Collaborated with Rivers of Steel Arts to create www.rosarts.org (all graphics, layout, and WordPress website creation), created a coloring book of the graffiti pieces at Carrie Furnace, revised tours into lettering workshops for outreach into middle schools and high schools, created logo for the annual Festival of Combustion, designed the brochure template for multiple seasons of Rivers of Steel Arts programming

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SKILLS

Proficient with the Adobe Creative Suite (Photoshop, Illustrator, InDesign, Flash (AS 2.0), Dreamweaver), Transmit (FTP), BBedit (HTML), Drupal CMS (v5 / v6), WordPress CMS, Canon cameras, Mac OS X, HTML & CSS, Email Newsletter Campaign Design + Coding and Testing (MailChimp), vector illustration, custom lettering, and solving problems

Familiar with CPanel, server / hosting solutions, Google Suite, MS Office, MySQL, PHP, JavaScript, JQuery, SSH, and iMovie

CLIENTS

Marriott Hotels, Watson Standard, Tree Pittsburgh, Identified Technologies, M*Modal, 31st Street Studios, Vitamin Water, Hire An Esquire, Evolve Law, Näkturnal, Iron City Beer (Pittsburgh Brewing Company), EcoSmart, LiveGamer, Hip-Hop On L.O.C.K., ACLU, Whirl Magazine, University of Pittsburgh, Carnegie Mellon University, IUP, Live Nation, Pittsburgh Social Exchange, Giant Ideas, DeLallo Foods, Society of Environmental Journalists, YMCA Lighthouse, Pilgrim Media Group / Verizon go90

OTHER WORK EXPERIENCE

Giant Ideas

Interactive Designer

June 2008 to March 2009

Westin Convention Center PGH

Part Time Concierge

August 2007 to July 2008