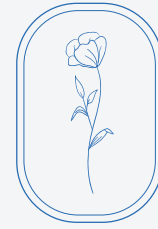


SHANNEN Maloney



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EDUCATION

BA in Graphic Design with 3.8 GPA
Newbury College 2010 - 2014

SOFTWARE

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Lightroom

Adobe Acrobat

Canva

Microsoft Office

Esko

Descript

Basecamp

Trello

Monday.com

SKILLS

Extreme Organization

High Volume Multi-tasking

Project Managing / Event Planning

Social Media / Digital Marketing

Team & Vendor Collaboration

Weekly Presentation Experience

Photoshoot Art Direction

THE TJX COMPANIES

Feb 2023 - Present

Packaging Designer

- Designs for various brands, including Martha Stewart, Laura Ashley, Tommy Bahama, & other licensed brands
- Collaborates closely with product development team on priorities, tight deadlines, & brand differentiation
- Works with team to find best solutions to packaging structures, materials, & printing, based on budget

CLARKS SHOES

Jan 2022 - Sept 2022

Creative Lead

- Lead the design of global marketing assets for various sub-brands in a fast-paced work environment
- Manager of multiple Graphic Designers & full creative team
- Drove creative concept innovation of digital material, in-store signage, trade, retail marketing, & packaging
- Contributed to the improvement of creative processes through fresh thinking to design problems
- Art directed lifestyle, product, & outfit laydown photoshoots
- Created footwear tech graphics via understanding of lasts, materials, & overall footwear construction

HASBRO, INC.

Mar 2015 - Jan 2022

Graphic Designer

- Lead design & development of graphic production for multiple Nerf projects simultaneously
- Managed the Graphic Design Packaging & Event Merchandising Co-ops
- Collaborated daily with Marketing, Copywriting, Structure Engineering, & Product Design teams
- Negotiated pricing & directed multiple projects with various vendors & licensors
- Art directed numerous lifestyle & product photoshoots
- Influenced Senior Management & cross-functional teams weekly, via creative concept presentations
- Completed Hasbro's Mentor Program to further develop Marketing understanding
- Promoted from Associate Graphic Designer in 2017

Associate Brand Manager, Marketing

- Partnered with cross-functional teams throughout this stretch role to execute key brand initiatives
- Utilized marketplace insights to drive product innovations
- Assisted in development of overall go-to-market product strategy
- Collaborated with influencers on development of digital assets & YouTube campaigns
- Developed strong storytelling skills to align with brand innovations
- Refined channel marketing understanding & execution for new Hasbro brands

PUMA

May 2013 - Sept 2013

Apparel Graphic Designer, Intern

- Produced multiple graphics & textures, some of which were printed on official Puma apparel
- Collaborated with multiple teams to assemble detailed tech-packs for each graphic produced
- Explored color development utilizing the creation of numerous apparel prints & patterns
- Participated in various apparel fittings, meeting discussions, & travels for inspiration
- Researched color & pattern trends within the sporting lifestyle apparel for multiple presentations