



SHANNON ACKER

CONTACT

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www.shannonacker.com

EDUCATION

MISSISSIPPI STATE UNIVERSITY

Aug 2009 – Dec 2015 | Starkville, MS

Bachelor of Fine Arts with a Concentration in Graphic Design

EXPERIENCE

PRICEWATERHOUSECOOPERS (PwC)

Nov 2016 – Present | Columbia, SC

- Worked alongside a team of copywriters and designers
- Worked with numerous brands to concept and produce deliverables for print, digital, and presentations
- Transformed complex information and data into easily digestible infographics
- Managed and led complex, large-scope projects, delegating tasks to others when necessary
- Worked with the Studio Manager to create project estimates, timelines, and plan resources
- Collaborated with team members to build our brand and create materials to effectively market our new creative department within PricewaterhouseCoopers
- Empowered and supported team members through clear direction, timely feedback, and encouragement
- Reviewed all outgoing deliverables to ensure quality
- Traveled to client site when necessary for ease of collaboration
- Co-facilitated in-person UX workshop with client to define the end user, functionality, and visual direction of an interactive dashboard
- Deliverables: dashboards, digital products, white papers, slide decks, interactive PDFs, marketing collateral, journey maps, user personas, product mockups, placemats, brochures, and standalone infographics

Graphic Design Experienced Associate

Jun 2019 – Present

Graphic Design Associate

Jun 2018 – Jun 2019

Senior Graphic Design Analyst

Jun 2017 – Jun 2018

Graphic Design Analyst

Nov 2016 – Jun 2017

SHANNON ACKER DESIGNS

Graphic Design Freelancer

Jun 2011 – Present | Remote

Concept and create high-quality work for clients in both digital and print. Work includes logo design, brand identity, t-shirt design, flyers, social media banners, tickets, signage, and wayfinding.

MISSISSIPPI STATE ATHLETICS

Graphic Design Intern

Oct 2014 – May 2015 | Starkville, MS

Worked effectively to assist the Creative Director in developing marketing collateral for various sports teams. Marketing collateral included geofilters, print and digital advertisements, social media banners, mailers, flyers, posters, and other promotional materials.

SKILLS & SOFTWARE

Illustrator, InDesign, Photoshop, Adobe XD, InVision, Sketch, UI/UX Visual Design, Acrobat Pro, Microsoft Office, Google Docs, Google Slides, Presentation Design, Data Visualization, Social Media, Photography, Project Management, Screen Printing, Printmaking, and knowledge of HTML5 and CSS3

EXHIBITIONS & AWARDS

HUMAN-CENTERED DESIGN BADGE

DIGITAL ACUMEN BADGE

2015 BFA THESIS EXHIBITION

BRASFIELD & GORRIE, LLC 2015 STUDENT DESIGN COMPETITION

Collaborated with a multidisciplinary team to concept and implement creative solutions for Sweetgum's Microbrewery.

2015 MISSISSIPPI COLLEGIATE ART COMPETITION & EXHIBITION

Poster series accepted into show.

MISSISSIPPI STATE 43RD ANNUAL STUDENT JURIED SHOW

Awarded Honorable Mention in Graphic Design for a letterhead and identity package. Poster series and typographical wordmark also accepted into show.

INVOLVEMENT

AIGA MEMBER

Sep 2013 – Present

SORORITY ALUMNA: PI BETA PHI

Dec 2012 – Present

PRICEWATERHOUSECOOPERS WOMEN UPFRONT

Aug 2019 – Present

Coordinated a monthly series of candid conversations around women in business. Produced promotional material and provided PMO services when needed.

PRICEWATERHOUSECOOPERS DAY OF SERVICE COORDINATOR

Dec 2018 – Present

Managed and organized corporate responsibility efforts at various nonprofit organizations.

PRICEWATERHOUSECOOPERS EVENT COMMITTEE

Oct 2017 – Jan 2018

Provided assistance in planning and organizing internal team-building and networking events.

References available upon request.