

# SHANNON KIEFER

Over **10 years of experience** working with worldwide brands and private label on in-house creative teams for retail product design, development, & advertising.

## VELAS HISPANIOLA

### DESIGN TEAM MANAGER (2022-23)

- Built custom company-wide project management system
- Trained designers on new strategies for efficiency with high workloads
- Optimized, reduced revisions, & improved design team turnaround by 30%
- Verified product compliance to legal (ASTM & CFR) warning label specs
- Traveled to Dominican Republic to onboard & train in Clickup
- Managed team of 6 graphic designers + misc freelancers

## MVP GROUP INTERNATIONAL

### BRAND MANAGER + HEAD OF PHOTOGRAPHY (2019-22)

- Delivered 1-3 integrated e-commerce advertising campaigns weekly
- Built in-house photography studio, trained & led team of 2 photographers
- Established & maintained digital asset management (DAM) system

### SENIOR DESIGNER + PRODUCT DEVELOPMENT (2017-19)

- Traveled to factories in China to compare product capabilities & costs
- Managed new product development with domestic & overseas suppliers
- Led creative design for private label retail fragrance collections, including:

Febreze, Burt's Bees, Jelly Belly, Colonial Candle, Manly Indulgence, Aldi, Everyday Escapes, Carolina Candle, Coleman, TJ Maxx, Ross, Michaels, Walgreens, Bed Bath & Beyond, Target, Kroger, Wick, Walmart, HSN...

### GRAPHIC DESIGNER + PHOTOGRAPHER (2012-17)

- Designed product concepts, labels, packaging, displays, & advertising
- Produced semi-annual printed product catalogs and order forms for B2B
- Assisted annual showroom layout, signage, presentations, and marketing
- Photographed product for online retail & print advertising

## FREELANCE

### SHAY RAE LLC & RUNAWAY PHOTOGRAPHER (2009-Present)

- Graphic design, branding, web, product photography, content creation
- Wedding photography, avg 30-50 weddings & elopements per year

### OUTLIER AI (2024-Present)

- Evaluating quality of AI-generated videos & images for Amazon & Meta

### ARJUNA SOLUTIONS (2023-2024)

- Designed printed brand collateral, digital ad campaigns, animations, whitepapers, infographics, signage, & presentations for B2B AI Sales

DESIGNER PHOTOGRAPHER

RETAIL PRODUCT DEVELOPER

PROJECT MANAGER

## SOFTWARE

Adobe Creative Suite, Illustrator, Photoshop, Lightroom, InDesign, Wordpress, Elementor, Shopify, HTML+CSS, Figma, Clickup, Canva, MS Office

## STUDIO

Canon EOS R6, 28-70mm f/2L, 100mm Macro f/2.8L, 70-200mm Z f/2.8L, DJI Osmo Pocket 3, 600EXII-RT, Profoto D2 500Ws, Dracast X LED400

## ALSO LEARNING

Blender 3D, German, Spanish

## EDUCATION

Charleston Southern University  
2013 BA Graphic Design  
& Traditional Art Minor

Trident Technical College  
2010 AA Digital Media Design  
& Illustration Minor