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## RESPONSIBILITIES

### Graphic Designer | WFTS-TV | ABC

Work alongside a top-notch Marketing team in the nation's 11th-largest TV market. Specializing in multi-platform showcasing and brand management.

### Director of Design | Motion Graphics | FMS

Oversee creative direction as well as internal processes for a Marketing Agency who helps National Brands Scale Locally.

### Senior Manager of Design | E.W. Scripps

Empowered a staff of 8 Multi-media Designers placing an emphasis on quality, efficiency and effective design strategy across all media platforms serving the Local Media Division.

Oversee the daily design operations providing a vision that ultimately served 61 television stations in 41 markets across the country.



### Design Director | WPTV-TV | NBC

Empowered a staff of 3 Multi-media Designers and 4 Chyron Operators, supporting the needs of multiple departments including a top-rated news product in that market.



## PROFICIENCIES

PHOTOSHOP

100%

85%

AFTER EFFECTS

ILLUSTRATOR

95%

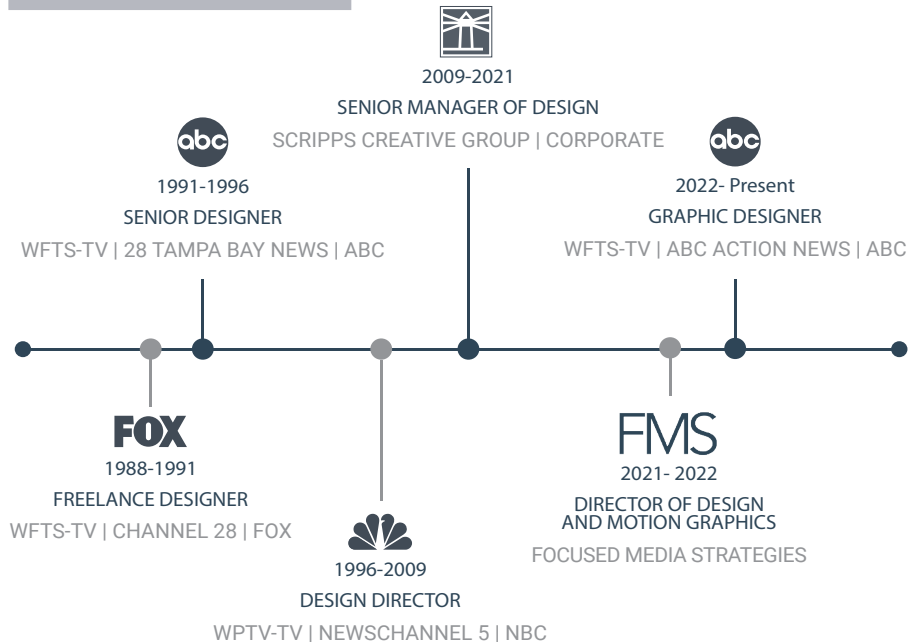
## SECONDARY

InDesign | PowerPoint | Premiere | Final Cut  
Dreamweaver | Lightroom | Media Encoder  
Aurora HDR | Animate | Bridge | Basecamp  
Trello | Slack | Excel | Word | Monday.com  
Hootsuite | Microsoft Teams | Workamajig

# DARRINSHAW

A creative leader with more than 30 years of experience in the media industry serving at both the local and national levels. Specializing in multi-platform showcasing and brand management spanning the traditional and emerging technology spaces. A seasoned professional with a hands-on approach to design and more than 20 years of perspective in managing creatives.

## TIMELINE



## WHAT I PROVIDE

- Exceptional design skills with a critical eye focused on typography, composition, and use of compelling imagery
- The ability to develop innovative design solutions that build excitement and drive engagement while meeting all marketing objectives
- Elegant design and experiences that are on-brand and in range of static and motion expectations put forth by the client
- Critical thinking with logical reasoning skills, known for my consistent management style of being approachable, inclusive and compassionate
- Excellent multi-task management, organization and communication skills
- Ability to make quick and profitable business decisions as it pertains to revenue and cost savings through due diligence and expense control
- Mentor junior designers to be their best and consistently deliver best-in-class executions through positive motivation and creative feedback
- Work closely with freelancers and external vendors - providing clear, concise direction and timely feedback to ensure the highest quality standard is met

## EDUCATION

**SCRIPPS LEADERS' PROFESSIONAL DEVELOPMENT PROGRAM | 2010-2011**  
CINCINNATI, OHIO

**ASSOCIATE OF APPLIED SCIENCE DEGREE | ADVERTISING & DESIGN | 1988**  
TAMPA TECHNICAL INSTITUTE - TAMPA, FLORIDA