



Shelby Bernard

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EDUCATION

Rhode Island School of Design (RISD)

Bachelor of Fine Arts (BFA), 2020

EXPERIENCE

VML | New York City, NY

Art Director, August 2023 - Present

Art Director for a variety of clients including Dell, Nestlé brands, and Krispy Kreme. Concepts campaign ideas across digital, experiential, social, retail, and TV and helps the agency with pitches and pro bono work. Worked with Dell to create an environmentally friendly activation at SXSW for Global Recycling Day that allowed attendees scan a QR code made of E-waste. Participation in the program rose after the activation and Dell received positive press and recognition from technology leaders.

Vayner Media | New York City, NY

Art Director, January 2022 - June 2023

Art Director for all Gillette brands, overseeing the production of digital assets for paid and organic social content across Instagram, TikTok, Twitter, and Facebook. Ideated larger experiential campaign ideas and led the production design for photo shoots. Helped the agency win new client business by redesigning the look and feel of the Gillette Instagram handle and increasing their engagement rate, strengthening trust in the agency and securing more funding for larger TV work in the next fiscal year.

Designer, August 2021 - December 2021

Lead designer on the Comcast/NBC Universal account, creating digital assets and concepting campaigns for their organic social channels. Created design templates and toolkits for Comcast's in-house team to implement into their campaigns including motion graphics, graphic treatments, and photo selection. Lead designer for the 2022 Olympics campaign, helping concept, pitch, and execute paid and organic work for Twitter, Instagram, and TikTok.

CVS Health | Woonsocket, RI

Designer, May 2020 - July 2021

Lead designer for CVS's top performing email series which demonstrated content-driven sales growth through health articles, recipes, and printable activities. Designer and animator for social activation on the CVS vaccination campaign against COVID-19, introducing TikTok, Instagram filters, and digital stickers to the campaign strategy. Designed social media campaigns, emails, and web pages with the CVS digital brand and ideation team. Partnered with the marketing team to art direct photography and video seasonal campaigns.

Freelance Art Director and Packaging Designer

June 2017 - Present

Creates branding, packaging, digital ads, and web layouts for freelance clients including ONE° Condoms, Welly First Aid, Cabot House, and Lord Jameson Organic Dog Treats. Lead designer for client Lord Jameson, designing packaging for all products as well as retail shelf and trade show displays. Built eye-catching packaging designs and product renderings that helped the brand expand internationally and reach leading retailers such as Chewy, The Vitamin Shoppe, and QVC. Designs all marketing collateral including web pages, decks for brand partnerships, print ads, and digital banner ads. Collaborates with marketing managers to innovate new products yearly, increasing their brand catalogue from 5 to 35 products.

SKILLS

Design: Strong hands-on problem solving skills. Experience in art direction, graphic design, branding, packaging design, experiential design, illustration, web design, motion graphics, social media content creation, and production design.

Software: Adobe Creative Suite, Sketch, Figma, Spark AR, and Keynote. Proficiency with AI tools including Midjourney, WPP Open, & ChatGPT.

Interpersonal: Writes clearly and concisely, listens attentively, provides and asks for feedback, strong organizational skills, detail-oriented.

ACHIEVEMENTS

Best U.S. Animated Film Ivy Film Festival 2020

Official Selection 2020 Palm Springs Int. Animation Festival

In-House Agency Forum 2021 Creativity Awards: Honorable Mention for CVS Health at Home series