

Shelby Bernard

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ART DIRECTOR

VML | August 2023 - Present

Art Director for clients including Mazda, Dell, Nestlé, and Krispy Kreme, developing integrated campaigns across digital, experiential, social, retail, and TV. Leads creative from concept through production, crafting story-driven campaigns, overseeing the execution of high-quality creative across channels, and contributing to new business pitches and pro bono initiatives. Led creative for Mazda's highest-performing 360° campaign, generating millions of impressions and earning recognition from Ad Age and The Hollywood Reporter.

ART DIRECTOR

VaynerMedia | 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 the client's confidence in the agency and securing additional funding for larger TV campaigns.

BRAND DESIGNER

VaynerMedia | July 2021 - December 2022

Lead Designer for Comcast/NBCUniversal, developing campaign concepts and digital creative for organic social channels. Created scalable design systems, motion graphics, and creative toolkits that were adopted by Comcast's in-house team to streamline campaign execution. Led design for the 2022 Olympics social campaign, concepting, pitching, and producing paid and organic content across Twitter, Instagram, and TikTok.

BRAND DESIGNER

CVS Health | May 2020 - June 2021

Led creative design for CVS's digital marketing initiatives across email, social, and web. Served as lead designer for CVS's highest-performing email series, creating content-driven campaigns that increased engagement through health articles, recipes, and printable activities. Designed and animated creative for the COVID-19 vaccination campaign, introducing TikTok filters, Instagram filters, and digital stickers into the social strategy. Partnered with marketing teams to art direct seasonal photography and video campaigns.

SKILLS

Design

Expertise in branding, graphic design, experiential, packaging, web, motion, illustration, social content, and production design.

Software

Adobe Creative Suite, Sketch, Figma, Spark AR, and Keynote. Highly proficient with AI tools including Veo, Nano Banana, and ChatGPT.

Interpersonal

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

AWARDS

Gold - Film Craft, New York Festivals (2026)

Best U.S. Animated Film, Ivy Film Festival (2020)

Official Selection, Palm Springs Int. Animation Festival (2020)

EDUCATION

Rhode Island School of Design (RISD)

Bachelor of Fine Arts (BFA), 2020