

R. Shane Tuttle

Creative Director | Communications Specialist | Graphic Designer

Creative Director & Communications Strategist with 25+ years of driving brand growth and audience engagement through visually compelling, multi-channel campaigns. **Adobe Certified Professional** (Visual Design) leveraging deep expertise in **digital asset management** and modern **marketing strategy**. Proven ability to lead and mentor design teams while delivering high-quality solutions across print, digital, web, photography, and video production. Seeking to translate technical precision and creative vision into measurable success for a forward-thinking organization.

EXPERIENCE

GFX Ninjas | *Freelance Creative Consultant & Owner* 1997-Present

- Directed end-to-end branding and visual identity projects for a diverse client base, including musicians, businesses, and non-profits.
- Managed vendor relationships and **print outsourcing** to ensure quality and timely delivery of promotional materials.
- Expanded service offerings by continuously integrating new technologies, including **Web Design with WordPress and Webflow**.

University of Texas Medical Branch | *Communications Specialist* 2022-2025

- Created visually appealing marketing materials that effectively conveyed departmental messages.
- Managed and updated the Nursing Services website, improving user experience and content freshness for **3,000+** staff members.
- Captured and produced high-quality photography and video content for departmental events, enhancing communication efforts.

U.S. LawShield | *Sr. Graphic Designer, Creative Lead, Project Manager* 2017-2022

- Developed diverse marketing materials, including trade show booths and email graphics, to elevate brand presence.
- Implemented **TeamWork** project management system, streamlining workflows for a **5-person creative team** and cutting project turnaround time by **15%**.
- Edited and created compelling images for both print and digital platforms, ensuring high-quality marketing outputs.

Dreyfus Printing | *Sr. Graphic Designer, Print Specialist* 1997-2016

- Created printed materials such as ads and newsletters, showcasing creativity and attention to detail.
- Operated high-end digital CMYK printers and managed offset printing processes for diverse projects.
- Mentored a team of **3 junior designers**, resulting in improved understanding of design, pre-press, and printing techniques.

EDUCATION

University of Houston Clear Lake | BS - Communication

Alvin Community College | AA - General Studies

Collins College | AA - Visual Communications/Graphic Design

SKILLS

CREATIVE SUITE & DESIGN

Adobe Creative Cloud:

Illustrator, Photoshop, InDesign, Acrobat Pro, Premier Pro, XD

Adobe Certified Professional in Visual Design

DIGITAL MEDIA & PRODUCTION

Filming and video editing:

- Video production
- Digital photography and image editing
- Color correction

WEB & DIGITAL PLATFORMS

- Website management Intermediate web design with **Wordpress** and **Webflow**
- HTML
- Design prototyping

PROJECT & ASSET MANAGEMENT

Pre-press / digital asset management:

- Project leadership (Editorial, Video production, Branding, Event design)
- Quote management / Print outsourcing
- Team management

MARKETING & COMMUNICATION

- Social media management and advertising
- Content creation
- Email marketing campaigns
- Brand identity design
- Marketing campaign management

OFFICE & COLLABORATION

- **Microsoft 365:** Word, PowerPoint, Excel, Outlook, Teams, SharePoint
- Basecamp
- TeamWork
- Google Docs
- Gemini AI / ChatGPT

PRINT PRODUCTION

- Operating high-end digital printers
- Managing offset printing processes
- Screen printing / DTG, DTF printing

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