



☰ Qualifications Summary

- Cultivated a unique set of skills and experiences ranging from the technical to the artistic – as a mechanical and software applications engineer earlier in my career to the present as a graphic designer, illustrator, and educator.
- Employed as a graphic designer for the past ten years, providing award-winning in-house and agency services on a variety of projects including web design, logo and identity, illustration, infographics, character design, and magazine layout/publication.
- Embrace multimedia opportunities within design, having successfully developed whiteboard explainer videos, produced podcasts, built presentations, and created marketing videos as unique ways to engage potential customers.
- Experienced in delivering corporate training for organizations as well as academic instruction as an adjunct faculty member for a Minnesota State Colleges and Universities institution.

📁 Professional Experience

CHECKERBOARD STRATEGIC WEB DEVELOPMENT / LEAD GRAPHIC DESIGNER / SEPT 2007 – AUG 2017

Provided in-house graphic design services for Checkerboard and sister company Media Relations Agency, as well as agency services for external clients.

- Designed and developed results-oriented websites built on the WordPress content management system to help drive sales and increase awareness for clients' products and services.
- Successfully developed and created whiteboard-style explainer videos to communicate detailed concepts and benefits for clients, including a key brand for a large food and agricultural client.
- Helped launch a new brand for a supplement manufacturer by designing and illustrating a character, logo and package that met the client's goal of differentiation in the market with a more playful brand personality.
- Created complete branding and visual identities – including logos, tickets, and ads – for multiple annual health and wellness expos.
- Led the design and layout of a bi-annual health and wellness magazine for a large client, resulting in increased exposure and prominence.
- Enhanced clients' brands through video production by creating DVD's, seminars, presentations, and online video.
- Collaborated with a team to develop concepts for, write scripts for, and produce informational/promotional marketing videos, serving as engaging content for Checkerboard's website and social media channels.
- Extended the reach of Checkerboard's marketing efforts by producing an in-house podcast that delivered blog content in audio format through popular outlets like Apple Podcasts, Google Play, and Stitcher.
- Earned GDUSA Graphic Design Awards for publication layout and mobile internet design, adding prestige and visibility to Checkerboard among clients and within the design community.
- Initiated the development of a file naming and management system to increase internal efficiency and productivity.



Additional Experience

DAKOTA COUNTY TECHNICAL COLLEGE / ADJUNCT INSTRUCTOR / AUG 2016 – PRESENT

Develop and deliver post-secondary instruction for web design.

- Build curriculum that meets the course objectives of helping prepare students for careers in web design.
- Utilize the D2L Brightspace LMS (learning management system) to efficiently collaborate with, communicate with, and provide feedback to students outside of class.
- Create assignments, projects, and exams to effectively develop students' skills and evaluate their progress.
- Record lecture videos that serve as an additional multimedia resource for students.

SHAWN TUREK GRAPHIC DESIGN AND ILLUSTRATION / DESIGNER / JUNE 2008 – PRESENT

Provide a variety of freelance graphic design services, including logo and identity development, web design, print design, and custom illustration.

ANDERSEN WINDOWS / SENIOR BUSINESS APPLICATIONS SPECIALIST / APR 2004 – AUG 2007

Used my experience as both a mechanical and software applications engineer in helping maintain and enhance the computer-aided design and engineering environment at Andersen Windows.

AVATECH SOLUTIONS / APPLICATIONS ENGINEER / AUG 1998 – APR 2004

Leveraged my real-world mechanical engineering experience as an applications engineer, providing technical and sales support for computer-aided design and analysis software. Provided software training to a wide variety of clients, and conducted needs assessments for clients to determine a combination of software and training that would best help them achieve their goals.

Education

Dakota County Technical College

Associates of Applied Science,
Graphic Design Technology
(2005 – 2008)

University of Minnesota

Bachelor of Mechanical Engineering
with high distinction
(1990 – 1995)

Skills

- Windows, macOS, iOS
- Adobe Creative Suite/Creative Cloud (Photoshop, Illustrator, InDesign, Dreamweaver, Premiere)
- Microsoft Office, Apple Keynote
- WordPress
- HTML, CSS

Development

- Attend WordCamp conferences to stay current on design trends.
- Attend art classes and life drawing to further develop my art and illustration.
- Create character illustrations and figure art for personal and occasional client projects.