



## VERY PERRY DESIGN

Shauna Perry Godbey  
Graphic Designer

veryperrydesign@gmail.com  
770.356.2347

## Design Experience

### Freelance Designer

Graphic Design

- Multidisciplinary designer for over ten years with strong typography skills and a background in print and digital design.
- Creation of logos, ad campaigns, brochures, booklets, trade show graphics, web and email graphics, collateral, billboards, postcards, and wedding invitations for local clients such as Westside Market and Piedmont Earthskill Group.

### Earthskills Rendezvous, Inc. | Westminster, South Carolina

Email Marketing, Design and Social Media, April 2016 to the present

- Customize content, design weekly emails during event seasons, and manage social media outlets for a non-profit group that fosters nature awareness and sustainability.

### Micromeritics Instrument Corporation | Norcross, Georgia

Brand Communications Manager, April 2014 to January 2017

- Managed the aesthetic sensibilities of an international scientific instrument manufacturer and two designers—a junior and freelance designer.
- Rebranded the company and four subsidiaries and divisions while educating coworkers about brand standards with a guidelines book.
- Implemented new logos for subsidiaries and divisions of Micromeritics.
- Modernized 100's of pieces of literature including product brochures, white papers, technical papers, case studies, press releases, forms, and more.
- Maintained three websites and social media pages by supplying new graphics.
- Created presentations for the CEO and supplied company-wide templates for PowerPoint.
- Composed advertisements for direct mail and promotional materials.
- Developed trade show graphics, banners, and collateral for trade show booths.
- Instituted a file management system to share files among marketing staff and streamline work flow. Educated fellow designers on file naming system to maintain organization.

### My Forsyth Magazine | Cumming, Georgia

Graphic Designer, November 2013 to June 2014

- Designed a monthly magazine for the community of Forsyth County.
- Introduced a new logo and branding to update the magazine and website.
- Developed over twenty client advertisements within the magazine each month creating more buy-in from community businesses resulting in more profit for the publication.
- Prepared all images and layouts in the 52-page magazine.

### CBS Outdoor/Outfront Media | Atlanta, Georgia

Graphic Designer, August 2011 to April 2014

- Creation of cohesive out-of-home ad campaigns for national and local clients that included billboards, posters, bus and train wraps, and collateral.
- Implementation of artwork request system that streamlined project management and improved communication between designers and sales team.

### Design Coup | Decatur, Georgia

Graphic Designer, June 2010 to August 2011

- Implemented new brochures, booklets, postcards, trade show materials and web graphics for Alere based on new brand standards.
- Conceptualized new brochures and mailers for Fundtech.
- Created new packaging for a global product company.
- Designed restaurant wall graphics and menus for Wing Zone.

## Skills

Adobe InDesign, Photoshop, Illustrator; Advertising; Branding and Identity; Editorial Design; Digital Design; File management; Project Management

## Education

Georgia State University | Atlanta, Georgia

BFA Graphic Design