

Shannon McNamara

smcn-art-design.com/portfolio
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About Me

I've spent most of my 11+ year career conceptualizing and creating graphics and interfaces for prestigious, globally recognized sports and entertainment events. I specialize in displaying data, whether it's for software interfaces or public facing broadcast graphics. I'm also responsible for all of my current company's marketing, branding and internal graphics. I take joy in making abstract ideas come to life and look good- I can visualize things before they exist and that helps to expedite my design process.

Skills

Graphic Design, Visual Design, Web Design, Front End Design, UI/UX Design, Branding Strategy, Concepting & Storyboarding, Motion Graphics, Print Design, Traditional Art & Illustration

Tools

Adobe Creative Cloud, Photoshop, XD, Sketch, Figma, Illustrator, After Effects, InDesign, HTML5, CSS, Webflow, basic JavaScript. Equally proficient using Windows or Mac platforms

Relevant Experience

June 2016 – Present: Senior Designer at SMT Creative Studio

In 2016 my previous workplace, n+1 design studio, was re-branded into SMT Creative studio. I create sports and entertainment graphics, design user interfaces for proprietary software, and I manage the majority of marketing materials for SMT including designing and developing the corporate website and presentation materials. I also continue to conceptualize and build broadcast graphics from mockups to final delivery.

October 2012 – August 2016: Designer/Animator at n+1 design studio

In 2012 n+1 was established as a specialized design house under SMT. I played a key role in the design and development of the n+1 design studio brand by creating all of its marketing materials and web site. I continued to create sports and entertainment graphics as well. This included building and animating production graphics, designing and building sports event graphics (video walls, social media displays, software user interfaces, websites, and apps).

November 2009 - October 2012: Multimedia Designer at Information & Display Systems

In this role I created sports graphics for on-site displays and began to create websites and other application interfaces. In addition, I attended several sports events around the US as an on-site designer, as well as participating in design pitches to high-profile clients such as the UFC.

July 2000 – Present: Designer and Artist – SMcN Art & Design (Freelance)

I work directly with clients for a huge variety of art and design needs. Work usually includes murals, traditional art, animations, advertising, logos, print publications, and website design/development.

Education

Maryland Institute College of Art: 2020-2022

Master's Degree in UX Design (In progress outside of regular business hours)

University of Miami: 2004-2008

Bachelor's Degree in Multimedia Design and Biology

Santa Reparata International School of Art: Summer 2007

Study Abroad Program: on-site painting and Italian Renaissance artists

Interests & Extras

I am an artist who works in digital and traditional formats. I'm a founding member of Bull City Roller Derby, and have been its president, VP, BOD member, Treasurer, Head Official and a skater as well since 2015. I strive to be active in working for justice for people of color and LGBTQ+ folks wherever I can. References are available upon request.