



Shila Vasseghi • shilalaa@gmail.com • 404-518-7334 • www.shilalaa.com

**PROFESSIONAL
SKILLS**

Illustrator, Photoshop, Flash Professional, InDesign, Microsoft Office, Windows XP/Vista/7, Mac OSX. Some experience with Dreamweaver, After Effects, and Premiere.

**PROFESSIONAL
EXPERIENCE**

2010 – Present: WebMD - Contract Designer **Atlanta, GA**

Designer for WebMD website, WebMD UK website, WebMD print and digital magazine. Creating designs that conform to style guides and adhere to WebMD brand. Use templates to create designs for the website. Also work on the asset management team editing stock photography and creating images for daily updates.

2009 – Present: Marriot International, Inc - Freelance Designer **Atlanta, GA**

Designer of event planning materials for corporate functions, including e-vites, banners, invitations, and logos for national events.

2009 – 2010: ClearChoice USA - Graphic Designer **Atlanta, GA**

Sole designer in a company with over 50 stores. Lead design for all print work including advertising, postcards, newspapers, and company collateral. Manager of print production schedule. Supervised the daily work load of the company design assignments. Edited and improved former designs for a modern look.

2007 – 2008: JWT Advertising, Ford Motor Company - Art Director **Atlanta, GA**

Involved in every step of the process for Ford print, web, and television advertising, from idea to design, to implementation. Specialized in print including newspaper and magazine advertising. Produced large format designs such as billboards and vehicle wraps.

2007: Turner Studios, Cartoon Network, Adult Swim - Graphic Design Intern **Atlanta, GA**

Primarily worked in web department closely with head designers. Observed and participated in daily website updates such as renewing thumbnails, formatting key words, wall papers and other various website maintenance. Personalized Adult Swim image archive and customized them for specific purposes.

2005- 2007: Peek-A-Boo Kids, E-Commerce Store - Art Director **Atlanta, GA**

Primary designer of website for inventory and advertising. Used original designs for all advertising. Artistic director of photo shoots for advertising. Added new inventory and retouched photographs.

2006- present: Royal Design Jewelry - Freelance Designer **Atlanta, GA**

Independently created seasonal promotional material, redesigned company logo, directed and participated in macro photography of merchandise, then retouching of those photographs for advertising purposes including website inventory.

**ACADEMIC
EXPERIENCE**

2006: CNN Project (for Georgia State University) **Atlanta, GA**

Group work with CNN in conjunction with Georgia State University under the supervision of Scot Safon, CNN Executive Sr. V.P Mrkt / Creative Services.
Concept development for CNN Exchange website design, print ads, and animated logo.

2006: Lifetime, Television For Women Group Project (for Georgia State University) **New York, NY**

Staff site with the creative services department; Created prototype posters and animated e-cards for a Lifetime Original movie.

EDUCATION

Georgia State University – BFA Graphic Design 2007

