

LINDA SHEPARD

Creative Director & Digital Designer • Marysville, OH
portfolio.shepardartstudio.com • linda@shepardartstudio.com • 614-783-6834

PROFESSIONAL SUMMARY

Multidisciplinary artist and designer with advanced expertise in digital, print, motion, and data-driven visual storytelling. Known for transforming complex concepts into clear, accessible, compelling visuals and delivering polished work across integrated campaigns. Skilled in Adobe, After Effects, Premiere Pro, and emerging AI-assisted tools. Thrives in fast-paced environments, works independently from briefs, and elevates creative strategy through strong communication and stakeholder collaboration.

CORE SKILLS

Digital & Print Design • Motion Graphics • Animation • Video Editing • Brand Systems • Data Visualization • Infographics • Concept Development • AI-Assisted Creative Tools • Cross-Functional Collaboration • Multi-Project Workflow • Tagging PDF for WCAG and PDF/US standards • fine art painting

EXPERIENCE

SHEPARD ART STUDIO LLC Owner 2004–Present

- Designed and illustrated three public art projects
- Produce digital, print, and large-format assets for campaigns, events, and exhibitions.
- Create motion graphics, animations, and video content for storytelling initiatives.
- Translate complex artistic and educational concepts into accessible visuals.
- Maintain brand standards across all studio communications.
- Integrate AI-assisted tools to accelerate ideation and production.
- Manage multiple projects with shifting priorities and diverse stakeholders.

NATIONWIDE Creative Director & Senior Graphic Designer 2008-2004

- Designed digital + print assets for national campaigns and communications.
- Produced motion graphics and video content for internal and customer-facing initiatives.
- Simplified complex financial concepts through infographics and data visuals.
- Worked within strict brand systems across all touchpoints.
- Presented work to cross-functional teams and synthesized multi-stakeholder feedback.

OCLC Art Director & Designer 2004–1996

- Designed digital and print materials for global B2B and multilingual audiences.
- Created data-driven visuals supporting technical and scientific content.
- Maintained brand consistency across international communications.
- Balanced overlapping deadlines in a fast-paced corporate environment.

EDUCATION

Bachelor of Technology Charleston Southern University, Visual Arts / Graphic Design
Associate of Technology Trident Technical College, Graphic Design

TECHNICAL SKILLS

Adobe Illustrator • Photoshop • InDesign • After Effects • Premiere Pro
HTML/CSS • Digital Illustration • AI Creative Tools