

# Shelby Ly

[shelbyly.com](http://shelbyly.com)

shelbyly10@gmail.com

## Biography

---

I am a graphic designer who specializes in logo design, publication design, illustration, and hand-lettering. Striving to create graphics that will engage and communicate with the viewer, I seek inspiration from my everyday life and passions such as sustainability, health, and social rights. Because of my strong work ethic, I see to it that the project is successfully complete.

## Education

---

### BA – Graphic Design – Magna Cum Laude

California State University Long Beach | Class of 2018

### Graphic Design

Lynda.com | Dec. 2017– Jul. 2018

## Work Experience

---

### Provider Member Outreach Specialist | 2018 – Current

#### HealthSmart MSO and Jacaranda Insurance Agency

Created logos and graphics for both companies and worked with providers to ensure member growth and retention. Assisted in the production of prevention and awareness media to improve the health of members.

### Self-employed freelancer | 2016 – Current

Worked with clients to create logos, design t-shirts, and other visual projects.

## Volunteer Work Experience

---

### Anime for Humanity | April 2021 - Present

Working with design team to re-brand charity for logo, social media, and other marketing materials. Designed a resource kit which is handed out to more than a thousand people at each convention.

### Downey Rose Float | 2019

Helped fold more than 100 cranes and prepared the floral decor for the float.

### Keep Downey Beautiful Event | 2019

Picked up trash around the city to make the community a more beautiful, safe, and clean environment.

### CSULB Career Center Job Fair | 2018

Directed students to the job fair and provided them with information about the event.

## Skills

---

Typography  
Hand Lettering  
Logo Design  
Illustration  
Bullet Journaling  
Laser-cutting

Adobe: Illustrator, Acrobat  
InDesign, Photoshop,

Microsoft: Word, Excel  
Powerpoint

## Achievements

---

### TypeKind Contest Winner

Adobe Project 1324 | Aug. 2018

### President's List

California State University Long Beach | 2013– 2018

### Dean's List

California State University Long Beach | 2016

## Exhibitions

---

### "Gun Culture in America"

Design and Illustration LA | Gallery Xue

## Projects

---

### Sustainable Asian Traits | 2020

Created a logo and banner that exemplifies sustainability and Asian culture for a Facebook Group of over 13,000 members .

### Wealth Tidying | 2018

Collaborated with a financial startup podcast to redefine an existing logo.

### Sakura Matsuri Festival | 2017

Created a series of posters, visual branding materials and a logo that showcases the appreciation of Japanese culture in America for a University project.