

# Shelby Ly

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

shelbyly10@gmail.com

+1(562)393-2801

## 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

---

### 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.

### Young Artists Camp and YA Art Studio | 2015

Organized art supplies, supervised students, and helped with setting up galleries for the art show.

## Skills

---

Typography  
Hand Lettering  
Logo Design  
Illustration  
Publication  
Laser-cutting

**Adobe:** Illustrator,  
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

---

### First Generation Scholars | 2018

Worked with a nonprofit organization to create a logo that best speaks to their audience and describes their brand.

### 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.