

Shelby Ly

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Biography

I am a graphic designer who specializes in logo design, print design, illustration, and typography. Striving to create pieces that engage and communicate with the viewer, I seek insight from my everyday life and passions such as sustainability, health, and civil 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– Current

Work Experience

Self-employed freelancer | 2016 – Current
Worked with clients to create logos, design t-shirts, and other visual projects.

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.

Volunteer Work Experience

2018 Green Gen. Mixer | Apr. 2018
Directed vendors to their assigned table, signed guests in to the event, and helped workers clean up after the event.

CSULB Career Center Job Fair | Feb. 2018
Directed students to the job fair and provided them details about the event.

Young Artists Camp and YA Art Studio | Aug. 2015
Organized art supplies, supervised students, and helped with setting up galleries for the art show.

Skills

Typography	Adobe: Illustrator,
Hand Lettering	InDesign, Photoshop
Logo Design	
Illustration	Microsoft: Word,
Publication	Powerpoint, Excel
Laser-cutting	

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 | Aug. 2018
Assisted in the creation of a logo for a non-profit to better identify and describe the company's brand to their audience.

Wealth Tidying | Aug. 2018
Worked with a client to redefine an existing logo for a startup podcast.

Sakura Matsuri Festival | Aug. 2017
Created a series of posters and a logo that showcase the appreciation and integration of Japanese and American culture for a University project.