

Shelby Ly

shelbyly.com

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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

Work Experience

National Emblem

Graphic Designer | January 2023 – Current

Assistant Graphic Designer | Aug. 2022 – Dec. 2022

- Worked with sales team to develop digital art suitable for embroidered emblem production and to meet the expectations of clients.
- Updated catalog, company profile and company website content to revamp and maintain brand image utilizing InDesign, Canva, and Photoshop.
- Designed over 10 hockey player emblems for 3 NHL hockey teams.
- Utilized Adobe Illustrator to produce cutlines; cutting over 5,000 emblems from the laser machine.

HealthSmart MSO and Jacaranda Insurance Agency

Provider Member Outreach Specialist | 2018 – Current

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

Anime for Humanity | April 2021 - Dec 2022

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.

Skills

Typography

Hand Lettering

Logo Design

Illustration

Bullet Journaling

Laser-cutting

Canva

Adobe: Illustrator, Acrobat

InDesign, Photoshop,

Express

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.