

# Shelby Ly

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

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## Biography

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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

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**BA – Graphic Design – Magna Cum Laude**

California State University Long Beach | Class of 2018

## Work Experience

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### National Emblem

Graphic Designer | Aug. 2022 – Now

- Worked with sales team to develop digital art suitable for embroidered emblem production.
- 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 – Now

- 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.

## Skills

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Typography

Hand Lettering

Logo Design

Illustration

Bullet Journaling

Laser-cutting

Canva

Adobe: Illustrator, Acrobat

InDesign, Photoshop,

Express

Microsoft: Word, Excel

Powerpoint

## Volunteer Work Experience

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**Downey First Christian Church | Jun 2025 - Now**

Working alongside fellow volunteers to distribute nutritious food to families.

**Anime for Humanity | April 2021 - Dec 2022**

Worked 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.