

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

Graphic Design

Lynda.com | Dec. 2017– Jul. 2018

Work Experience

Assistant Graphic Designer | 2022 - Current National Emblem

Created vector art for emblem production. Programmed laser-cutting machines to produce thousands of emblems for corporations, law enforcement agencies, and major sports leagues.

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.

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.