



Shane Cecil
Designer & Creator

Hybrid designer specializing in branding and human-centered digital design

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Experience

American Electric Power

Jun 2024 - Current

Senior Interactive Designer

- Design and execute UX/UI across all corporate and subsidiary properties
- Create production-ready designs from start to finish
- Develop, organize and document design system
- Conduct user research through reviews, testing and analysis
- Collaborate and participate in the decision-making process
- Manage ongoing digital, print and branding initiatives

Nova Creative

Jan 2017 - Jun 2024

Associate Creative Director

- Oversee internal process needs and improvements
- Research user behavior and define strategic objectives
- Act as creative lead for brand identity and UX/UI design
- Design print and digital deliverables across various clients
- Ideate, communicate, and execute creative concepts
- Lead design and development teams on various project types including strategy, branding and UX/UI

E.W. Scripps

Dec 2013 - Jan 2017

Senior Designer

- Concept unique solutions to execute corporate objectives
- Design brand system for a national, OTT news platform
- Design landing and web pages for various corporate brands
- Create evergreen and timely animated ads for paid media

Dayton Business Journal

Jan 2012 - Nov 2013

Senior Designer

- Organize and design of weekly print publication
- Update and manage website through custom CMS system
- Design print and digital materials for various events
- Create evergreen and timely animated ads
- Coordinate with vendors, clients and internal stakeholders

Education

2005 - 2007

The Modern College of Design

Associate Degree of Applied Business in Advertising Art

Software

Design

Adobe Creative Suite
Sketch, Figma
Microsoft Office
Google Workspace

Development

Zeplin
HTML/CSS

Project Management

Intervals
Asana
Jira

Insights

Google Analytics
Hotjar

Skills & Expertise

Brand Identity
Graphic Design
UX/UI Design
Product Design
Design Systems
Creative Direction
Project Management

Honors & Awards

American InHouse Design

Graphic Design USA

Hermes/Gold ADDY

AAF-Dayton

Silver ADDY

AAF-Dayton

Silver, Pinnacle Award

ACBJ