

# Shawn Hurley

Copywriter, Creative Strategist, Experience Designer

I use copywriting, user centered thinking, and strategy to deliver impactful messages and create immersive experiences.

shawnhurleym@gmail.com  
www.dontcallmeshurley.com  
540.272.9487



## Experience

**Wongdoody** – Copywriter

December 2019 to Present

Copywriting across all accounts and new business.

**Giant Spoon** – Creative Experience Designer

July 2018 to November 2019

Writing, strategy, research, and concepting for Facebook, NBC, Twitch, Omen by Hp, Adobe, Warner Brothers, and new business accounts.

**Arts & Letters Creative Co.** – Creative

May 2017 to June 2018

Script writing, UX research, strategy, and design for Google Chromebook, Google Assistant, and new business accounts.

**Discovery Communications** – VR Writing Intern

2016

Creative Technology, research, concept development, treatment and script writing for the Discovery VR app.

**Discovery Communications** – TV Development

2016

Research, Treatment and script writing for I.D., Discovery Channel, and Science Channel.

**Under the Radar Magazine** – Writing Intern

2015 to 2016

## Education

**VCU Brandcenter** – 2015 to 2017

MBS – Experience Design

**Radford University** – 2010 to 2014

BS in Health and Human Performance

**Germanna Community College** – 2009 to 2010

## Skills

Copywriting

Experience Design

Strategy

Concept Development

User Centered Thinking

Digital Prototyping

Visual Design

Project Management

Public Speaking

Leadership

## Tools

Google Slides

Google Docs

Keynote

Adobe Illustrator

Adobe Premiere

Adobe After Effects

Sketch

Principle for Mac

Microsoft Powerpoint

Microsoft Word

Ableton Live