



Shawn Fleming

Graphic Designer

Photographer

Videographer

San Francisco, CA



315-530-2279



sflemin4@binghamton.edu



shawnfleming.design



Education

Binghamton University, School of Management

Binghamton, NY

Expected Spring 2019

Master of Business Administration, Concentration in Marketing

Binghamton University, Harpur College

Binghamton, NY

Spring 2018

Cumulative GPA: 3.56, Dean's List

Bachelor of Arts in Graphic Design

Bachelor of Arts in English/Creative Writing

Professional Experience

Campus Recreation

Binghamton, NY

Marketing Graduate Assistant

August 2018–Present

- Design posters, t shirts, advertisements, brochures, and other marketing materials for promoting gym membership and events
- Photograph events and sports for use in future collateral and on social media
- Represent the Department at University functions, including orientation programs and information fairs

New Relic

San Francisco, CA

Marketing Intern

June 2018–August 2018

- Design advertisements, website assets, conference booth graphics, social media assets, team logos, and various marketing collateral using Adobe CC
- Conceptualize, film, edit, and manage video project promoting the San Francisco internship program for recruiting and social media marketing
- Collaborate with a team of designers and content editors to give and receive feedback, refine designs, and create a cohesive brand across materials

Harpur Dean's Office

Binghamton, NY

Design Student Intern

February 2018–May 2018

- Create and update promotional content for various departments within the college online and in print
- Create illustrations and motion graphics for use on the university website and Facebook pages
- Photograph events and edit photos for use in marketing materials
- Design and build webpages using OmniUpdate

Pipe Dream

Binghamton, NY

Design Assistant

August 2017–December 2017

- Create layout designs with a team of designers for Binghamton University's campus newspaper for campus-wide distribution
- Design infographics and front page teasers using Adobe Illustrator and Photoshop

Videographer

October 2015–May 2017

- Conceptualize, film, and edit event coverage and documentary videos for online distribution

Graphic Design Intern

September 2016–December 2016

- Learn layout design, brand guidelines, and team-based design for creating each section of the newspaper using InDesign

Hillel at Binghamton

Binghamton, NY

Head of Graphic Design, Photographer

February 2016–January 2017

- Create brochures, flyers, pamphlets, emails, online content, and other promotional materials for promoting Hillel at Binghamton's events using Adobe CC
- Photograph events hosted by Hillel at Binghamton, manage and upload photos using Adobe Lightroom for use on social media pages and promotional materials

Freelance work

Graphic Design

TruNeed

- Create UI designs, marketing materials to draw users to the app
- Create promotional videos and animations for use on social media pages and website

Photography

Portraits

- Independent photographer of head shots and portraits for small businesses, high school seniors, models, résumés
- Responsible for creating appointments with clients, planning photoshoots, editing photos with Adobe Photoshop, and delivering the final product

Event Photography

- Commissioned to take photos of events for student organizations, musicians, for use on social media and promotion
- Responsible for attending events, editing photos in Adobe Lightroom, and delivering the final product

Videography

Wedding Videography

- Independent dedicated full day videographer and editor for weddings
- Film and edit video independently with Final Cut Pro

Additional Information

Technical: Photoshop, Illustrator, InDesign, Premiere Pro, Final Cut Pro, social media, HTML, CSS

Interests: Photography, hiking, YouTube, songwriting, music performance, vintage camera collecting