



Nakia L. Shelton

EDUCATION

Master of Fine Arts, Design Thinking, Radford University, 2020

Bachelor of Fine Arts, Art, Graphic Design concentration, Longwood University, 2005

PROFICIENCIES

Adobe Creative Suite programs: InDesign, Illustrator, Photoshop, Dreamweaver, and XD; HTML and CSS; and

Microsoft Office Suite programs: PowerPoint, Word, and Excel

PROFESSIONAL PRACTICE EXPERIENCE

Director of Digital Design and Production, UNC Kenan-Flagler Business School, Chapel Hill, NC

May 2022–current

- Drive strategy for design and development of the UNC Kenan-Flagler website, auxiliary websites, and other media assets
- Provide a visionary outlook from the lens of user research and creative user-interface design and development
- Manage the production and delivery of design projects

Senior Graphic Design Manager, Radford University, Radford, VA

September 2019–August 2020

- Oversaw graphic execution of projects and upheld the objectives of creative briefs
- Researched, planned, designed, and produced complex high-profile presidential, recruitment, marketing, and advancement projects
- Collected, organized, and maintained information and resources for the department
- Maintained and managed graphic standards of the department
- Managed designers' workload and client expectations
- Art directed, supported, and mentored team members
- Collaborated with copywriters, media teams, and other internal and external university affiliates
- Designed core graphic look for the university's rebrand

Graphic Design Manager, Radford University, Radford, VA

May 2019–September 2019

- Researched, conceptualized, and created artwork and digital images that promoted Radford University to local, national and global audiences, and among campus constituencies
- Maintained client-partner accounts to ensure excellent communications, timely delivery of projects, and appropriate resource allocation within University Relations
- Managed designers' workload and assisted in gathering information for projects
- Art directed, supported, and mentored team members
- Ensured objectives were being advanced in accordance with the goals of University Relations and Radford University

Graphic Designer, Radford University, Radford, VA

January 2013–May 2019

- Created brochures, advertisements, logos, and product brand images, illustrations, posters, and other visual materials that promoted Radford University
- Approved press and prepress proofs
- Wrote printing specs and awarded printing contracts within a prescribed budget
- Managed production of assigned projects
- Art directed photo shoots and took photos when needed for marketing materials
- Awarded the 2014 Radford University Employee Recognition Award
- Designed projects aiding in securing significant financial donations to the university, including a landmark \$8 million gift

Graphic Designer, The Roanoke Times, Roanoke, VA

April 2007–January 2013

- Designed and proofed print and web advertisements
- Took photos for the use of advertisements
- Redesigned existing print publications
- Created multi-page layouts for special sections
- Designed logos and various web components
- Revamped and created new website designs off of roanoke.com
- Taught teammates how to design for the web using Photoshop and Flash

Graphic Designer, KCI Communications, Inc., Harrisonburg, VA

June 2005–March 2007

- Designed, managed, and supervised schedule for newsletters
- Reformatted and published print publications on the web via online content system
- Designed email marketing newsletters
- Worked with editors to meet all design needs

TEACHING EXPERIENCE**Adjunct Instructor, Nido Qubein School of Communication, High Point University, High Point, NC**

August 2022–present

- Design Thinking

Assistant Professor of Strategic Communication, Nido Qubein School of Communication, High Point University, High Point, NC

August 2020–May 2022

- Graphic Software Packages
- Infographics
- Agency Practicum
- Practicum in Publicity Methods
- Strategic Message Development in Advertising
- Design Thinking

Adjunct Instructor, School of Communication, Radford University, Radford, VA

January 2019–May 2019

- Digital Imaging

GRADUATE STUDENT WORK

Member of Jordyn Whitted's Thesis Committee, 2022. Thesis Title: Effects of Model Race, Gender Stereotype, and Product Type in Advertising On Young Adults' Brand Attitudes and Gender Bias

Member of Samantha Poole's Thesis Committee, 2022. Thesis Title: The Impact of Influencers on The Perception of Covid-19 Vaccine Messaging and Covid-19 Vaccine Hesitancy

Member of John Taylor Pepper's Thesis Committee, 2022. Thesis Title: Hashtag What's Next? A Study on the Predictive Success of Growing Social Media Platforms

Member of Sarah Clark's Thesis Committee, 2021. Thesis Title: Brand Image Transfer of Health Organizations Sponsored By Food Producers: Influence of Context, Sponsorship Disclosure, and Health Disclaimer

INVITED TALKS AND PRESENTATIONS

Shelton, N., Dickinson, J., Sullivan, K. & Cline, H. (2023, March). *Using Design Thinking to Explore Burnout Among Designers in the Workplace*. Seventeenth International Conference on Design Principles & Practices.

Shelton, N. (2021, April). *A Design Thinking Approach to Working Through Creative Blocks*. Public Relations Society of America - Blue Ridge virtual workshop presenter.

Shelton, N. (2020, October). *Using Design Thinking to Explore Burnout Among Designers in the Workplace*. University & College Designers Association Virtual UCDA Design Conference.

Shelton, N. (2018, October). *Advertising Design: Representing the Client & Capturing the Audience*. Discovering Advertising Protégés AdScape Conference, Radford University, Radford, VA.

Shelton, N. (2018, April). *Continuing to Learn: Advancing Your Education to the Next Level*. 6th Annual Faculty Women of Color in the Academy National Conference, Panelist, Virginia Tech, Blacksburg, VA.

Shelton, N. (2016, October). *Advertising Design: Representing the Client & Capturing the Audience*. Discovering Advertising Protégés AdScape Conference, Radford University, Radford, VA.

Shelton, N. (2016, October). *Career Paths in Communication*. Discovering Advertising Protégés AdScape Conference, Panelist, Radford University, Radford, VA.

Shelton, N. (2015, October). *Advertising Design: Representing the Client & Capturing the Audience*. Discovering Advertising Protégés AdScape Conference, Radford University, Radford, VA.

Shelton, N. (2015, October). *Commonwealth Graduate Education Day*, Poster presenter on Graduate Studies, Virginia Commonwealth University, Richmond, VA.

Shelton, N. (2014, October). "The Role of Photography in Graphic Design." Discovering Advertising Protégés AdScape Conference, Workshop presenter, Radford University, Radford, VA.

AWARDS AND HONORS

Best of Print Western Virginia American Advertising Federation Award for the Cupp-Davis Proposal, 2019

Gold ADDY® Award for the Cupp-Davis Proposal, Brochure category, 2019

Design Management Institute Student Essay Winner, 2018

Gold ADDY® Award for the Radford University Giving Report, Brochure category, 2018

Gold Educational Advertising Award for the Radford University Magazine Ads, Magazine Series category, 2018

Silver Educational Advertising Award for the Radford University Spring Solicitation, Fundraising Campaign category, 2018

Bronze Educational Advertising Award for the Radford University Admissions Recruitment Campaign, Total Recruitment Campaign category, 2018

Merit Educational Advertising Award for the Radford University Admissions Travel Piece, Brochure category, 2018

CASE District III Special Merit Award for the Radford University Giving Report, Annual Report category, 2018

CASE District III Special Merit Award for the Radford University Admissions Brochure, Recruitment Publication category, 2018

CASE District III Special Merit Award for The Magazine of Radford University, Magazine II category, 2018
 CASE District III Award of Excellence for the Scholar-Citizen Initiative Poster Campaign, Poster category, 2017
 Bronze Educational Advertising Award for the Scholar-Citizen Initiative Poster Campaign, Poster category, 2017
 Gold Educational Advertising Award for the Radford University MFA Poster Campaign, Direct Mail category, 2016
 Gold Educational Advertising Award for the Radford University RU Reads Campaign, Poster category, 2016
 Silver ADDY® Award for the Radford University MFA Poster Campaign, Out-of-Home & Ambient Media category, 2016
 CASE District III Grand Award for the Selu 25th Anniversary Solicitation Booklet,
 Annual Fund Publication category, 2015
 CASE District III Award of Excellence for The Magazine of Radford University, Magazine II category, 2015
 CASE District III Special Merit Award for The Magazine of Radford University, Magazine/Tabloid Improvement II
 category, 2015
 CASE District III Special Merit Award for the Class Reunion Solicitation and Planning Giving, Annual Fund Publication
 category, 2014
 Virginia Press Association 1st place winner in Home & Garden ad design for Reid's, 2011
 Virginia Press Association 2nd place winner in Entertainment & Lifestyles ad design for Gobbler Gear, 2011
 Virginia Press Association 2nd place winner in Food & Drug ad design for Blue Collar Joe's, 2011
 Virginia Press Association 3rd place winner in Real Estate ad design for The Vistas of Edgefield, 2009
 Virginia Press Association Honorable Mention in Fashion and Personal Care ad design for Gobbler Gear, 2009
 Virginia Press Association 2nd place winner in Fashion and Personal Care ad design for Dance Etc., 2008

PROFESSIONAL ORGANIZATION MEMBERSHIPS

Western Virginia American Advertising Federation, 2007–2020
 University & College Designers Association, 2014–2020
 Design Management Institute, 2018–2020, 2022–present

EXTRACURRICULAR ACTIVITIES

Alpha Kappa Alpha Sorority, Incorporated®,
 2017–present

- *Tau Mu Omega Chapter Archivist/Historian, 2018–2019, Ivy Leaf Reporter, 2019*

UNIVERSITY SERVICE

Diversity Committee, High Point University
 2021–2022
 Nido Qubein School of Communication Promotion and Publicity Committee, High Point University
 2021–2022
 Administrative and Professional Faculty Senate, Radford University
 2016–2018

- *Secretary, 2016–2018*