


SHAI ALFRED

CONTACT

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 407.718.2710

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EDUCATION

St. John's University
Bachelor of Science (B.S.)
Television and Film Production

AWARDS

**City-County Communications
& Marketing Association**
National Award of Excellence &
Silver Circle Award - 2019

SKILLS

Creative Direction
Adobe Creative Cloud
Environmental Graphics
Graphic Design
Brand Identity
Art Direction
Print Design
Digital Design

EXPERIENCE

GRAPHIC DESIGNER | HEARST TELEVISION

March 2020 - Present

- Designing a full spectrum of original designs to promote station initiatives for digital and printed marketing; advertisements, large format signage, vehicle wraps, set designs, presentation templates, social media content and more.
- Collaborating with 30+ television station creative directors and management teams on design concepts, utilizing typography, layout, color and image placement to produce graphic designs that engage and increase station viewership and brand awareness across platforms.
- Leading in the creation of original brand identities for several new Hearst station podcasts, radio shows, on-air and event programming; delivering impactful brand driven graphics.

GRAPHIC DESIGNER | CITY OF ORLANDO

April 2018 – March 2020

- Developed 360 concepts and design solutions for a variety of printed material and digital projects for City of Orlando events, initiatives and public programming. Including branded presentations, brochures, exhibit displays, website and social media assets, while consistently upholding the City of Orlando brand.
- Produced, directed and edited video content, created motion and still graphics for City of Orlando's social media platforms; of which has garnered over 1.6 million+ in combined user engagements.
- Project Managed and designed large format building, park, street and way-finding signage as part of the over one million dollar city-wide branding project. Communicated with vendors on scope-of-work, pricing and installation.
- Nationally recognized and awarded the 2019 3CMA Award of Excellence and Silver Circle Award for video production and graphic design projects, by the National City-County Communications & Marketing Association.

MULTIMEDIA DESIGNER | FREELANCE

May 2015 – Present

- Creating multimedia content for print, web and video to promote client initiatives.
- Ensuring brand standards are met for production and promotional needs.
- Researching, developing and pitching design concepts to increase engagement.

MEDIA PRODUCTION ASSISTANT | CUTTER PRODUCTIONS

February 2015 – May 2015

- Created organizational layouts and templates for managing production schedules, invoices and expense reports (MTV's "Rebel Music," ETS/TOEIC docu-series "Why English Matters?" and Blinds To Go).
- Maintained website branding by creating graphics and copy for new projects.
- Arranged travel, transportation, legal and work eligibility documents.
- Managed the timely processing of client invoices and prepared weekly expense reports.

MULTIMEDIA DESIGN ASSOCIATE | MICKEY WILLIAMS BEAUTY

May 2014 – December 2014

- Produced, shot and edited beauty, lifestyle and fitness branded content.
- Wrote and edited copy for blogs, social media and presentations.
- Designed weekly graphics for social media platforms.
- Researched, developed and pitched on-air segments.