

SHAYNA LONNILLE BROWN

GRAPHIC DESIGNER

CONTACT

248.277.2418

shaynalonnillebrown@gmail.com

www.shaynalonnille.com

LinkedIn: @shayna-lonnille-brown

EDUCATION

University of Michigan, B.F.A.
Stamps School of Art & Design

CERTIFICATES

Google Project Management
Google UX Design
Accessibility for Designers

SKILLS

Photoshop | Illustrator | InDesign
| Adobe XD | Figma | Adobe
Experience Manager | Digital Asset
Manager | JIRA | Smartsheet

EXPERIENCE

Inventive solution investigator drawn to complex challenges that encourage growth and learning. I appreciate any opportunity that allows me to solve problems and foster creativity. I want to use design to help make the world more beautiful and accessible for everyone.

SHAYNA LONNILLE

2015-present

Freelance Designer

I ideate and construct creative solutions on various projects (such as packaging design, UI design, logo design, etc) for a range of clients. Selected clients include:

- Media Genesis
- APT
- Digital Learning Partners Team
- Taylor Technical Consulting
- NMK Textile Mills
- University of Michigan, Stephen M. Ross School of Business
- To Whom From You Cards
- Kickshaw Theatre
- Rage Bella Ra Agency

MRM AGENCY

2019-present

Project Manager

Associate Project Manager

As a CMS subject-matter expert and project management lead on the Global Market Support team, I support, certify, and train global content authors. I manage, triage, and resolve technological CMS issues for 107 international brand sites and 16 support sites for MRM - a leading global marketing, technology, and creative agency in the McCann Worldgroup network.

- Work as an escalation point liaison for cross-functional teams: Service Management, Data, WPO, UX, Analytics/SEO and DEV to provide project assistance and to resolve issues.
- Provide CMS knowledge about components to the accessibility team to help make our websites compliant with WCAG standards.
- Resolved 2,587 CMS issues and requests; certified 141 global content authors; and hosted 165 CMS trainings, additionally creating and distributing CMS related documentation and training guides to content authors and project managers.

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Initiatives Implemented

- Created and managed the development of new certification exams for existing and future content authors by transitioning the process from paper to a digital platform.
- Worked with the Detroit content team to create a certification process for global content authors supporting the US market.
- Cataloged all outstanding troubleshooting tickets using Smartsheet to track and ensure resolutions for issues, resolving 151 of the 255 tickets in 2022.
- Led and managed the revision of three support sites to more effectively utilize CMS functionality.

Associate Content Manager

- Became a content lead for two brands for an automotive client.
- Led and assisted content authoring for several site migrations for an automotive client.
- Trained new hires on CMS authoring processes and MRM best practices in preparation for certifications.

COLLEGE OF ENGINEERING

2016-2017

Graphic Design Intern

- Collaborated with the senior design lead on design projects from beginning to end.
- Ideated and designed the College of Engineering Facebook covers and website banner.
- Concepted the design of various projects and implemented any changes based on client feedback.
- Prepared print and digital files error-free in a timely fashion.