



# JOYCE SHA

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## EXPERIENCE

### SKILLS

#### SOFTWARE

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe After Effects  
Canva Enterprise  
Figma

#### COMPETENCIES

Branding  
Strategy  
Concepting  
Visual Design  
Digital Design  
Illustration  
Project Management

### AWARDS

2018 Clio Sports Award  
Bronze  
2016 Adobe Student Scholar  
for The 3% Conference

### REFERENCES

#### LUKE WILLIAMS

Creative Director  
Luke@bone.nyc

#### MORGAN MAYER

Creative Producer  
Morganmayermm@gmail.com

#### DESTINATION DECODED | SR. ART DIRECTOR

Remote | January 2023 - October 2023

Lead a creative team to design branded touchpoints for 46 boutique independent & branded hotels across the United States  
Work includes branding, print, digital, experiential

#### COPPER GIANTS | SR. ART DIRECTOR

Remote | August 2022 - January 2023

Art direction & design for Liberty Mutual Insurance's internal creative agency — work included social campaigns, digital, print, and web design

#### ALFRED | BRAND DESIGNER

New York, NY | January 2020 - July 2022

Created the Alfred brand identity system, designed engaging user experiences, developed strategic 360 marketing campaigns, generated B2B sales tools, implemented enterprise brand management tools, and managed Jr. Designers

#### WAYFAIR | FREELANCE DESIGNER

Boston, MA | June 2019 - December 2019

Designed and produced marketing collateral for Wayfair Professional across seven different B2B verticals

#### 451 AGENCY | JR. ART DIRECTOR

Boston, MA | Jan. 2018 - Apr. 2019

Clients included Northern Bank, Finally, Boston Interiors, Whimzees, Zoll, Massachusetts Maritime Academy, & more

#### ARNOLD | FREELANCE LAYOUT ARTIST

Boston, MA | Sept. 2017 - Oct. 2017

Designed print and digital work for client projects and internal communications

#### HILL HOLLIDAY | PROGRAM 35 ART DIRECTOR

Boston, MA | Jun. 2017 - Aug. 2017

Clients included Dunkin' Donuts, Planet Fitness, Bank of America, Liberty Mutual Insurance & more