

SHAYLEE PATTERSON

Graphic Designer • Creative Problem Solver

📞 361.935.4346

✉️ shayleedesign@outlook.com

🌟 shayleedesign.com



EDUCATION

Bachelors of Arts in Graphic Design

Texas A&M University - Corpus Christi

PROFESSIONAL RECOGNITION

CCRTA CEO Excellence Award - 2025

APTA AdWheel Awards - 2024 & 2025

Design contributions to two 1ST place national awards for CCRTA projects

SKILLS

Project Management

Brand Development & Management

Multichannel Design (Print, Digital, Social)

Creative Problem Solving

Attention to Detail

Self-Motivated and Proactive Contributor

SOFTWARE PROFICIENCIES

Adobe Programs

- Creative Suite (Illustrator, Photoshop, InDesign)
- Adobe After Effects
- Adobe Acrobat

Other

- Wordpress, Elementor
- Microsoft Office
- Google Workspace
- Squarespace
- Mailchimp
- Canva

PORTFOLIO WEBSITE

www.shayleedesign.com

PROFESSIONAL SUMMARY

Graphic designer with 5+ years of experience creating original brand identities, campaigns, and print and digital materials. Combines creative concept development with clear visual communication. Works closely with executive leadership, local stakeholders, and community partners to translate organizational goals into effective design.

EXPERIENCE

Graphic Designer/Marketing Specialist | June 2023 - Present

Corpus Christi Regional Transportation Authority

- Serve as the sole in-house designer, developing concepts and artwork for branding, vehicle wraps, signage, campaigns, and digital communications.
- Led development of CCRTA's refreshed logo and visual identity, maintaining brand consistency across print, digital, and large-format applications.
- Work closely with upper management and executive leadership to translate strategic priorities into clear, audience-focused visual communications.
- Collaborate with local stakeholders and community partners on campaigns, heritage bus wraps, and outreach materials that support shared goals.
- Translate fare changes, service information, and rider programs into engaging, easy-to-understand materials across print and digital channels.
- Coordinate with vendors on artwork specifications and production of vehicle graphics, signage, and promotional materials.

Freelance Graphic Designer | January 2022 - Present

- Develop custom brand identities and marketing collateral for small businesses and educational creators.
- Work directly with clients to understand their goals, incorporate feedback, and tailor designs to their audiences.
- Manage multiple projects while maintaining visual consistency and meeting deadlines.

Web & Graphic Design Intern | August 2022 - June 2023

Corpus Christi Downtown Management District

- Designed print and digital materials for downtown events, seasonal campaigns, and community initiatives.
- Supported content planning and marketing efforts while maintaining consistent brand identity across platforms.