



Abi Joyce-Shaw
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Education

Lewis & Clark College

BA in Fine Art

Painting & Drawing focus
2014–2018

**Portland Community
College (PCC)**

AAS in Graphic Design
2021–2023

Skills

Software

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Procreate
Figma

Design

Branding & Logo Creation
Layout & Composition
Packaging Design
Animation & Motion Graphics
File Management
File Print-Preparation

Traditional Art

Illustration & Painting
Screen Printing
Color Theory

Awards

Phi Beta Kappa Society
Phi Theta Kappa Society
National Society of Leadership
and Success Membership

Graphic Designer & Illustrator

PCC Environmental Center • 2022–2023

- developed stylistically consistent advertisement campaigns for inter-campus events such as flower giveaways, cooking workshops, and seed shares, creating a *recognizable brand*
- used hand-drawn illustrations to create an organic feel, appealing to the interest of the *target audience* in food sovereignty, sustainability, and environmental justice
- through clear typographic hierarchy and interesting visuals, successfully drew in viewers and conveyed key information, markedly *increasing attendance* to center events and workshops

Freelance Artist

Self-Employed • 2017–Present

- produced and sold artist prints via *Ernie & Grey Gallery*, *Etsy*, and my personal website
- created commission work for clients from hand-drawn home portraits using the cyanotype print method to large-scale murals for clients such as *Carter & Rose*
- secured public art shows at venues including *Blackfish Gallery* and *Chehalem Cultural Center*
- created advertisement campaigns for each show including postcards, Instagram and Facebook ads as well as developing signage for within each venue

Middle School Art Instructor

Hosford H.E.A.T. • 2020–2021

- wrote and taught *accessible* lessons for students ages 10–15
- focused on *fundamentals* including the rule of thirds, color theory, atmospheric perspective, and proportions, providing a great foundation for students to pursue any visual art direction
- cultivated a *welcoming* learning environment, encouraging students to be social and discuss their work