



SHANEN HAIGLER

Brand Designer + Strategist

Work Experience

National Basketball Retired Players Association (NBRPA) Branding & Design Coordinator

Sept 2023 - Current

- Establish branding, create graphics, social media content, physical signage, and design apparel for all events hosted by the company.
- Reform overall brand guidelines for the company's image, while assisting the communications team with creative ideation and execution of marketing campaigns.
- Make live-time graphics and take photos at games hosted by the company. Created sales decks that helped earn \$200,000+ in sponsorships & partnerships.

National Basketball Retired Players Association (NBRPA) Digital Content Intern

Nov 2022 - Sept 2023

- Assist the content team with branding, graphic design and marketing needs for social media outlets, recruitment, and event promotion.

University of Illinois Football (Branding & Creative Media) Graphic Design Internship

Mar 2021 - Nov 2022

- Assist the creative team with ideas, developing concepts, and the execution of the creative aspects of football recruiting.
- Create graphics needed for branding, social media content, physical signage, posters, and any other purposes needed.

Creative Director - University of Illinois Men's Lacrosse 2018 - 2022

- Rebranded the overall look of team's image to coordinate with the school's other athletics.
- Worked with treasurer to establish a budget and produce uniforms and apparel for players, coaches, and fans.
- Reformed social media pages and created advertising to help solidify the new brand image.
- Gained hundreds of followers on Instagram and Twitter.
- Increased profile interaction by 900%.

FCC (Federal Communications Commission) Graphic Design Internship

Oct 2020 - Feb 2021

- Assist many departments in ideation to creatively present content and information.
- Create graphics and designs for slides in presentations shown to the entire agency, posters, emails, signs, and other fun content for employees.

Education

University of Illinois at Urbana-Champaign MS in Strategic Brand Communication

Class of 2022

University of Illinois at Urbana-Champaign


BFA in Industrial Design

Class of 2021

St. John's College Highschool

Class of 2017

Contact

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About

Extremely motivated designer looking to provide my wide range of capabilities and passion for any projects I work on. Diversified experiences I've taken on have helped develop the ability to design with creativity, be innovative, dependable, and of great value to any team I work with.

Skills



Illustrator



Photoshop



InDesign



Lightroom



Photography



After Effects