

# SHARON MCPEAKE



## OBJECTIVE

Design like I have nothing to lose.

## CONTACT

### E-mail and URL

sharonmcpeake@gmail.com  
www.sharonmcpeake.com

## KNOWLEDGE

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Macromedia Dreamweaver  
Macromedia Fireworks  
Macromedia Flash

## EDUCATION

### MFA Illustration, May 2005

Savannah College of Art and Design  
Savannah, GA

### BFA Graphic Design, May 2003

### Minors Creative Writing, Photography

Appalachian State University  
Boone, NC

## ACHIEVEMENTS

### 2007 MIXX Awards

Gold (X2): Goodby, Silverstein, and Partners  
"Ron Stablehorn", Digital Video, Rolling Rock (Gold)  
"Ron Stablehorn", Viral, Rolling Rock (Gold)  
The Rolling Rock Ron Stablehorn Campaign

### 2008 Effie Awards

Silver: Goodby, Silverstein, and Partners  
The Rolling Rock Ron Stablehorn Campaign

### 2008 Andy Award

Bronze: Goodby, Silverstein, and Partners  
Integrated Campaign  
The Rolling Rock Ron Stablehorn Campaign

### CMYK Aspiring Creatives Issue No. 29

### CMYK Aspiring Creatives Issue No. 28

### "Switcheroo" juried group exhibition

2005 Alexander Gallery, Savannah GA

### "Defined" juried group exhibition 2004

Sentient Bean, Savannah GA

### Art Expo juried group exhibition 2002

### Purchase and scholarship award recipient

Catherine Smith Art Gallery, Boone NC

### Graduate Fellows scholarship

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## EXPERIENCE (FULL TIME POSITIONS)

### **Art director/fashion designer.** [Extra Frosting, San Francisco, CA.](#) summer 2007 to present.

Art direction, illustration, and brand development for mass market Infant and Girls fashion label. Developed and managed artwork for licensed products including apparel, accessories, jewelry, and novelty items such as cupcake themed lip balm.

**Clients:** Kmart, Target, Claire's Boutique.

### **Art director/fashion designer.** [Loyal Army, San Francisco, CA.](#) fall 2006 to present.

Art direction, illustration, and brand development for Juniors specialty fashion label. Created seasonal style guides of original print pattern and design, contributed to development of viral advertising, researched and applied emerging trends to products, conceptualized new fashion bodies.

**Clients:** Hot Topic, Delia's, Macy's, Zumiez, Urban Outfitters.

### **Junior art director.** [Goodby, Silverstein & Partners, San Francisco, CA.](#) fall 2006 to fall 2007.

Contributed conceptually to campaign ideas and elements of brand advertising including web banners, interactive games, collateral, editorial spreads, and logos.

**Clients:** Rolling Rock, Frito Lay, HP, Comcast, Elizabeth Arden, Safeway, Sprint, Starbucks.

### **Designer.** [Skaggs Design, San Francisco, CA.](#) spring 2006 to fall 2007.

Comped, designed, illustrated, composed copy, took out the trash, and everything in between in a small office of vibrant creatives that specializes in design, advertising, digital media, strategy, and environment design.

**Clients:** Branduin Design, A Pom Public Relations.

### **Publishing.** [ReadyMade Magazine, Berkeley, CA.](#) spring 2006.

Illustration, advertorial design, and technical diagrams for "do it yourself" construction and design style articles. Intern to freelance.

### **Graphic design intern.** [IBM, Raleigh, NC.](#) summer 2003, summer 2002.

Actualized text heavy collateral material such as brochures, posters, and white papers in team environment. Occasional assignments included multimedia projects such as Flash demos and web site development.

## ADDITIONAL CLIENTS

### **Logo design.** [ZOOSK, San Francisco, CA.](#) summer 2008.

Redesigned Zoosk logo to reflect the fun and spontaneity of this quickly expanding dating web site. Developed brand specific illustration characters to act as brand ambassadors.

### **Jewelry design.** [Foxy Designs, Toronto, CA.](#) fall 2009.

Designed initial concepts for several metal pieces. Necklace, belt, headband, and earrings.

### **Illustration.** [RockABye, San Francisco, CA.](#) summer 2005.

Branding and illustration for children's book about music with accompanying CD and toy bear.

### **Illustration.** [Esquire Magazine, Russia.](#) summer 2005.

Completed seven full page, full color illustrations for men's footwear fashion spread.

### **Branding.** [The Creative Coast, Savannah, GA.](#) summer 2005 to present.

Applied modern aesthetics to update logo, collateral, and web site for local non-profit.

### **Community.** [Code Pink for Peace, Washington DC.](#) spring 2003.

Researched, developed, and produced aggressive advertising campaign for peace.