

Shane Breaux

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Professional Summary

I am a detail-oriented, seasoned professional with a wide-range of skills in publishing and marketing, with extensive graphic design, editorial, and writing experience. With excellent leadership and communication skills, I am able to work both independently and collaboratively and to adjust to new environments and needs.

Select Work History

NEW YORK SHAKESPEARE EXCHANGE, Art Director (2009–2019)

- Art director of company branding.
- Designer of company logo, logos for various company projects, and logos for stage productions.
- Designer of marketing materials, posters, playbills, and postcards.
- Designer of company merchandise, such as t-shirts, drink cozies, and bookmarks.

JOURNAL OF AMERICAN DRAMA AND THEATRE, Managing Editor (2011–2012)

- Coordinate all aspects of production from typesetting and proofreading mechanicals, as well as liaising with the printer in file submission, editing proofs and final approval of files.

TRIUMPH LEARNING, Associate Art Director (2006–2009)

- Sole designer on all marketing materials including program guides, direct mail pieces, and complete packages including envelopes and brochures.
- Redesign the company's existing marketing materials listed above.
- Maintain company website and design email blasts.
- Design interiors of study guides for grades 3–12 based on specifications provided by each state.
- Project manage over 30 titles per year supervising technical artists and composition team.

PENGUIN GROUP (USA) INC., Designer (2001–2006)

- Design covers and interiors of series and new licensed properties from their inception, including Strawberry Shortcake, Dick and Jane, Miss Spider, Atomic Betty, PAAS, Nancy Drew, and Henry Winkler and Lin Oliver's *Hank Zipzer* series.
- Design novels, workbooks, activity books, graphic novels, coloring books, jacketed hard cover picture books, board books, and craft books.
- Art direct titles from conception through publication.
- Direct development of art from sketches through final art.
- Art direct photo shoots, both models and still-life.
- Maintain relationship with artists from start of each project, including contract, receipt and return of artwork, advance payments, and ordering complimentary copies.

FREELANCE, Selected (October 2001–present)

- For **Eventive Marketing**, an experiential marketing firm, contract designer working with clients such as SodaStream, the NFL, Hilton Hotels and Resorts, PNC Bank, among others.
- For **Abrams Books**, freelance designer of both marketing materials and educational workbooks for *Diary of a Wimpy Kid* series, *Library Mouse*, and more.

Skills

- Proficient in Adobe Creative Suite and Microsoft Office (including *PowerPoint* and *Keynote*).
- Strong writing skills and interpersonal skills, as well as detail-oriented multitasker and team leader.
- Self-motivated and strict adherer to deadlines.

Education

- MA in Theater History and Criticism from Brooklyn College, City University of New York, 2011
- BA in English Education from McNeese State University, December 1996