LUCIE SHEARER

SENIOR GRAPHIC DESIGNER
+ BRAND MANAGER

Senior designer and brand steward with 9+ years of helping mission-driven, B2B, and B2C organizations build brands people genuinely connect with. I love the collaborative side of design: sitting down with stakeholders, getting to the heart of what they need, and turning it into accessible, on-brand work across print, digital, and environmental spaces. I bring energy, care, and a sharp eye for detail to every project.

THIS IS MY PORTFOLIO

TABLE OF CONTENTS

As you explore my portfolio, you will see it set up like a book of short stories, each one showcasing a skillset or thought process that I think would make me a great addition to your team.

NATIONWIDE ENERGY PARTNERS

pages 3 - 5

SHOWCASING:

→ **Brand System and Audience Strategy:** Expanded the brand guide into a comprehensive system covering color, type, iconography, photography, and layout. Defined how the brand shifts for each of its distinct audiences while staying consistent.

→ **Multichannel Ad Campaigns:** Design quarterly targeted campaigns across industry periodicals, email takeovers, Google, and LinkedIn to drive website traffic, build awareness, and generate leads for the sales team.

→ **Trade Show and Environmental Design:** Design booths, signage, and branded swag in-house for a trade show program that tripled in three years. Each booth is tailored to its audience, event length, and setup crew, with an external vendor managing production and logistics.

934 FEST 2020

pages 6 - 8

SHOWCASING:

→ **Brand Identity Development:** Built a cohesive festival identity by combining a featured artist's illustration style with an existing gallery brand.

→ **Campaign Strategy and Execution:** Led a six-month, multichannel campaign from concept through event day as the sole designer, on a $0 budget.

→ **Multi-Platform Design:** Produced 150+ assets across print, social, web, digital billboards, merchandise, and livestream broadcast graphics.

BALLETMET

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SHOWCASING:

→ **Sole In-House Designer:** Created the creative for 5–6 productions per season, with each show carried across digital ads, billboards, playbills, lobby signage, social media, and email.

→ **Creative Direction and Photography:** Set each season's theme with stakeholders and worked on set alongside the in-house photographer to shape the imagery the campaigns were built around.

→ **Organization-Wide Design Support:** Designed materials for the Summer Intensive, youth classes, public programming, and fundraisers, including the annual Nutcracker Ball.

COLUMBUS GLASS ART CENTER

page 10

SHOWCASING:

→ **Brand Identity Overhaul:** Led the rebrand of a 35-year-old arts organization from Glass Axis to Columbus Glass Art Center. The process helped the client arrive at its new name, and the identity grew from covering only the artist studio to covering classes, workshops, exhibitions, and visiting artists.

→ **Flexible Identity System:** Created a primary logo, lettermark, icon, sub-brand, and tagline, along with a color palette and textures inspired by glass. The result feels modern while staying rooted in hands-on craft.

A SNAPSHOT OF MY FREELANCE CLIENTS

Page 11

CONTACT INFO

Page 12

BRAND IDENTITY

NATIONWIDE ENERGY PARTNERS

PROJECT GOALS

→ Update the existing brand guide (which included only 2 brand colors, and only 4 pages of guidelines) to be more comprehensive

KEY TAKEAWAYS + RESULTS

→ The new guide is now 25 pages and growing. It includes:

» the company mission, copywriting regulations, fonts for print and web, and brand voice;

» colors, gradients, iconography, photography direction, and illustration direction;

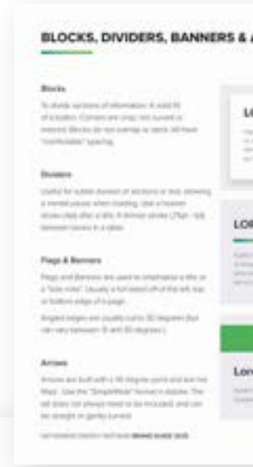
» as well as expanded brand colors (up to 12 colors) under primary, secondary and tertiary tiers with use-cases clarified.

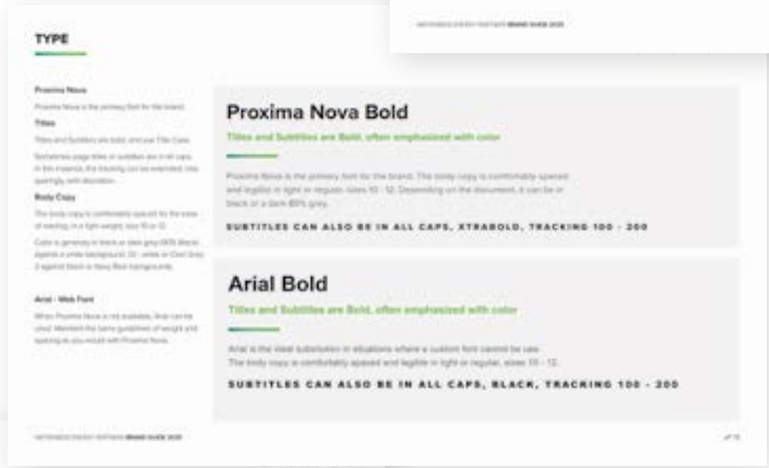
→ Nationwide Energy Partners is a robust brand with multiple distinct audiences with varying needs. While the brand must remain one consistent palette and 'vibe', the application of color, shape, imagery, language, negative space, and composition can vary to indicate which audience each material applies to.

→ Guidelines were updated to ensure appropriate contrast for accessibility purposes.





















ADVERTISING NATIONWIDE ENERGY PARTNERS

PROJECT GOALS

→ Launch a multi-channel targeted ad campaign every quarter to drive clicks to our website, build brand awareness and generate leads for our sales team. Channels included industry periodicals, email takeovers, Google and LinkedIn advertising.

KEY TAKEAWAYS • RESULTS

→ Featured here is the company's first ad campaign, launched in April of 2025.

→ By the end of the year, the 3 campaigns resulted in:

» 5.6 Million Ad Impressions

» 16,204 Ad Clicks

» 20,120 Landing Page Visits

» 680 Marketing Qualified Leads



TRADE SHOWS NATIONWIDE ENERGY PARTNERS

PROJECT GOALS

→ NEP is still in a growth phase and the brand aims to be well-known and a trusted expert in its industry, so participating in industry trade shows and having a relatable presence is vital.

→ Strategies behind each booth need to consider implementation (*Will it have a labor team or one person setting up solo? Is it a 3-day or 3-hour event? Is the audience residents or sales prospects? Which brands need to be included? etc.*).

KEY TAKEAWAYS

→ Trade Show participation has more than tripled in 3 years.

» 2023 – about 6 shows

» 2026 – expanded to nearly 20 shows + events

→ Project planning, smooth processes, healthy vendor relationships and team communication were key cornerstones of success.

→ Collaborated with an external vendor to manage logistics including printing, production, warehouse storage, shipping, labor setup and tear down, etc.

→ All design work completed in-house including the booth, literature handouts and branded merchandise.

→ Brand awareness increased, and events produced roughly 50 MQL's in 2025 and 170 in 2026.









934 FEST 2020

934 GALLERY • 934 FEST

→ Founded in 2015, **934 GALLERY** is a grassroots, entirely volunteer-run gallery and event space that provides opportunities for artists, makers and musicians of all kinds to feature their work and grow.

→ **934 FEST** is the annual community fundraising event that supports 934 Gallery's annual operating budget, which takes place every September. The two day event showcases local musicians, artists, poets, comedians, and muralists.

PROJECT GOALS:

→ The festival is a fundraiser to keep the gallery open. Prior years the event would raise $4,000. This year, unsure of what to expect, our goal was $2,000.

→ Build an event identity package around the featured artist, the festival, and the gallery.

→ Promote and host a virtual event in a summer when the community is under quarantine and every day the future for planning whether attendees can be in person is unknown.

KEY TAKEAWAYS:

→ The festival raised exactly $2,000 - to the dollar!

→ Utilizing the illustrations of the featured artist Daniel Rona, we created a cohesive, comprehensive campaign that was a perfect match for the festival's vibe.

→ With a $0 budget, the campaign reached further than in prior years through a longer organic social media plan and an in-kind donation from Orange Barrel Media.

→ The volunteer team safely hosted an annual fundraising neighborhood festival entirely online by managing the live stream from the gallery, and still maintained engagement and excitement for folks attending from home by planning for "carry out festival kits" in advance.

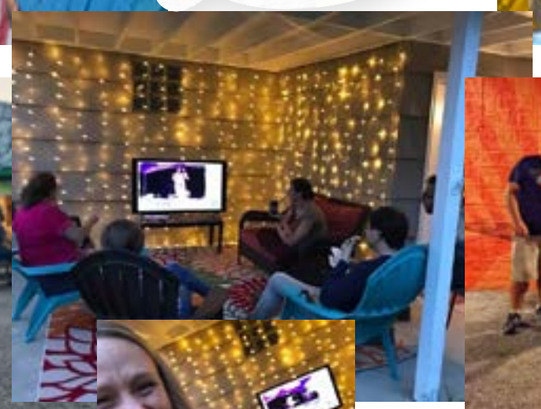


















ADVERTISING 934 FEST 2020

PROJECT GOALS

→ In 2020, a year when everyone was under quarantine, and everyone was bombarded with 'virtual' events - everything from yoga classes on YouTube to birthday parties over Zoom - How do we market an small neighborhood event that previously was advertised simply by flyers and word of mouth? We had to try some new things.

KEY TAKEAWAYS

→ Using a design aesthetic that felt hand-made and human; bright colors and bold, soft fonts gave it a local, grassroots, fun energy the festival was known for.

→ Posters + flyers, were hung in communal spaces just like any other year!

→ Organic content on Instagram and facebook, posted on a regular cadence for **6 months** leading up to the event date.

→ Social assets were provided to all musicians and artists being featured to extend audience reach.

→ Digital Ads and Banners in public spaces in collaboration with **Orange Barrel Media** (offered as an in-kind donation). The digital posters included motion graphics and were visible on IKE kiosks and the downtown display.











DIGITAL ASSETS & STREAMING 934 FEST 2020

GOALS

→ The event was virtual – no attendees were allowed to be in person. The event was held as a live-stream for 12 hours featuring bands, stand up comedy, artwork, a live auction, and murals, which attendees enjoyed from the safety of their own homes. How does a designer support this?

KEY TAKEAWAYS

→ More than 100 static assets were created to support the live stream.

→ Another 50+ assets were created for the website.

→ The livestream was framed by custom design that went from “Day Mode” to “Dark Mode” when the sun went down.

→ The frame included a live chat, a donation bar, scrolling sponsor recognition, and performer details.

→ Between scenes, title cards introduced viewers to upcoming performances.

→ We also pre-filmed short videos interviewing visual artists and muralists to play while bands set up and tore down on stage.

→ Additionally, some breaks featured live footage of various volunteers MC’ing, talking about their experiences at 934 and asking for donations.















BALLETMET

GOALS

→ Ensure the overall brand remains consistent while also creating materials for different events, purposes and audiences.

KEY TAKEAWAYS + RESULTS

→ Collaborated with stakeholders on an annual basis to determine the overall theme of the performance season allowed for a seamless and fluid design process.

→ Collaborated with our in-house photographer to achieve a stunning collection of imagery I could design around. I was always on set as her “crew” and excited to support the creative direction our team came up with together.

→ As the sole designer on staff, I handled the creative for our performance seasons over 4 years. Each season had 5 to 6 performances, and each performance included a digital ad campaign, billboards, playbill, lobby signage, social media and emails.

→ Other annual projects included advertising for the student Summer Intensive, classes for younger students, two fundraisers including our annual Nutcracker Ball, public programming, and any and all miscellaneous design projects that were requested.





















COLUMBUS GLASS ART CENTER

PROJECT GOALS

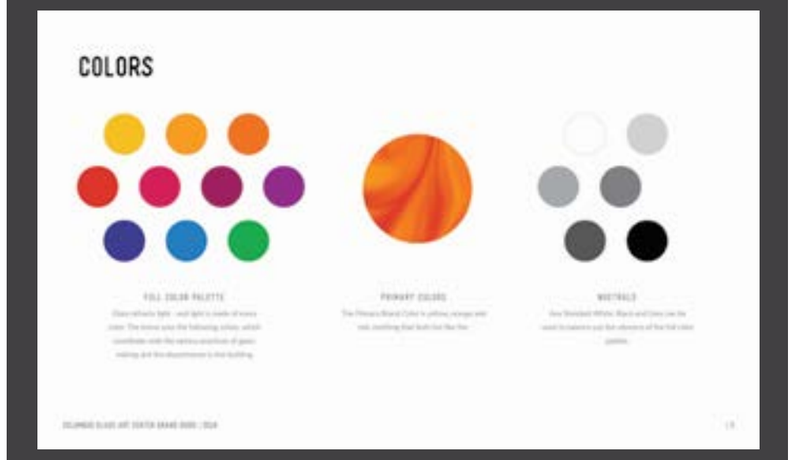
- → Previously known as Glass Axis, the 35-year-old arts organization was ready to evolve its brand.
- → The prior brand only covered the studio as a collective of artists, and was crafted in the late ‘90s.
- → The new identity needed to encompass the organizations many offerings, from studio space, to classes, workshops, gallery exhibitions, visiting artists, and more.
- → They wanted a brand that felt fresh and modern but rooted in tradition and hands-on work.

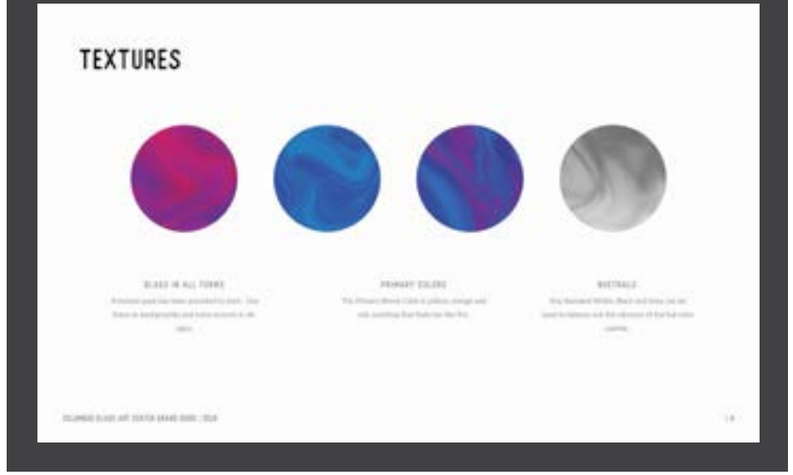












FREELANCE

CLIENTS

WHO I'VE WORKED WITH

→ I've worked with a variety of clients of all shapes and sizes over the years. Here are a few.

NORTH HIGH BREWING CO

COLS + OH LAND GRANT BREW CO

NOCTERRA BREWING CO.

SILVER BRIDGE ESTD 2008 COFFEE COMPANY

STARBUCKS COFFEE

COLUMBUS Glass Art CENTER

934 GALLERY

shortnorth arts district

URBAN SCRAWL

INDEPENDENTS' DAY FESTIVAL 2016 # 10K

Women's Fund of Central Ohio

catalyst OUR CITY. OUR CANVAS

City of WHITEHALL Opportunity is Here

THE CITY OF BEXLEY OHIO EST. 1908

WODA COOPER COMPANIES

POLY + PINE

sea of stars HOLISTIC HEALING

JZ JENNIFER ZMUDA PHOTOGRAPHER & FILMMAKER

K10 CANINE SERVICES LLC

WORTHINGTON ENTERPRISES



GET IN TOUCH

lucieshearer@gmail.com

(614) 745-7119

THANK YOU