# 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.



## SKILLS

**BRAND & CREATIVE LEADERSHIP**

- → Brand Strategy, Stewardship, & Governance
- → Visual Identity & Design Systems (style guides, templates)
- → Creative/Art Direction, Campaign + Content Concept Development
- → Visual Storytelling

**PRINT DESIGN & EXECUTION**

- → Editorial, Layout Design
- → Trade Show Display Design
- → Illustration, Typography
- → Presentation Design
- → Vendor Relationship Management

**DIGITAL DESIGN & EXECUTION**

- → Website Design & Updates
- → Social Media Graphics
- → Email Marketing Design
- → Accessible Design Practices

**BUSINESS LEADERSHIP**

- → Team Leadership & Mentoring
- → Stakeholder Consultation & Design Rationale
- → Audience Research & Customer Journey
- → Go-To-Market Creative Support
- → Project & Creative Traffic Management
- → Asset Library Management

**TOOLS**

- → Mac OS
- → Adobe Creative Cloud: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro
- → Microsoft Office
- → WordPress, Squarespace
- → Monday.com
- → AI Tools: Adobe Firefly, ChatGPT, Claude

## EDUCATION + TRAINING

**Columbus College of Art & Design**

BFA in Illustration

*2007 - 2011*

- → Granted the Trustee Scholarship
- → Graduated Magna Cum Laude

**ADOBE MAX 2025**

Adobe Certification

*October 2025*

## ASSOCIATIONS

**AIGA Member**

*Since January 2026*

**CSCA Member**

*Since January 2026*

## CONTACT

**Columbus, Ohio**

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## PORTFOLIO




EXPLORE THE PORTFOLIO

"Lucie is an extraordinarily talented artist and designer and an increasingly important leader within Marketing. NEP's visual identity has advanced substantially during her tenure, and her judgment, care, and talent are central to that progress. Her work demonstrates a strong command of visual hierarchy, typography, color, imagery, and the small creative details that distinguish a sophisticated brand from a merely consistent one."

- *2026 Q2 Performance Review*, Nationwide Energy Partners

"I had the pleasure of working alongside Lucie for several years at BalletMet, and I can't say enough wonderful things about her. She has an extraordinary eye for color, composition, and design, with a creative instinct that consistently elevates everything she touches. Beyond her immense artistic talent, Lucie is an exceptional collaborator. She's thoughtful, diplomatic, and has a remarkable ability to navigate creative conversations with both confidence and grace. She brings not only incredible creativity to the table, but also the kind of professionalism, generosity, and positive energy that makes everyone around her better. Any creative team would be incredibly lucky to have her."

- *Jennifer Zmuda, Photographer & Videographer*, BalletMet

EXPERIENCE
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# EXPERIENCE

TODAY

## FULL-TIME IN-HOUSE EXPERIENCE

### Nationwide Energy Partners

**Senior Graphic Designer & Brand Manager**

*April 2026 - Current*

- → Lead creative direction and brand stewardship across print, digital, environmental and promotional materials for company priority initiatives, including:
  - » Visual systems for 6 integrated advertising campaigns
  - » Booth display design for 15+ trade show events across 4 regional markets
  - » 25+ print collateral pieces tailored to 5 distinct audiences
  - » Launch of the new O&M Insights product line, in partnership with sister brand Armada Power
- → Manage and mentor one Junior Designer
- → Run the creative traffic process for multiple concurrent campaigns, from concept through stakeholder review and approvals to final production
- → Continue all responsibilities from Graphic Designer role below

**Graphic Designer**

*August 2023 - March 2026 (Promoted)*

- → Led creative direction and visual identity development for the core brand and the 25th-anniversary campaign
- → Championed brand consistency across digital and print advertising, sales collateral, trade show displays, client and resident communications, and website updates
- → Presented design concepts and rationale to stakeholders, translating business goals into on-brand creative
- → Managed print vendors from specs and estimates through press checks and delivery
- → Led video content creation
- → Organized and maintained the brand asset library for print and digital use

### Freelancing

- → During this “gap” period between these two in-house design roles, I focused on my freelance business, Shearer Creative Studio LLC.
- → You can see on the right hand column the work I’ve done over the years as a freelancer and community volunteer. I’ve helped countless different non-profits, small businesses, and large clients with my creative work. However I have only highlighted the ones that would have the most applicable experience to the Senior Designer role with the Columbus Metropolitan Library.

### BalletMet

**Graphic Designer**

*August 2017 - June 2021*

- → Ideated, developed and launched comprehensive, brand-right campaigns for print, digital, environmental and promotional use
- → Collaborated with the Artistic Director, Executive Director, Marketing Director, and Digital Media Producer on brand strategy
- → Managed print vendors from specs and estimates through press checks and delivery.
- → Managed marketing traffic process of multiple campaigns from initial concept to routing for edits and approvals, to final print production
- → Designed and installed educational and interactive displays in theatre lobbies at perfirmances, as well as tables for selling branded merchandise

### Experience Prior to 2017

- → Please refer to my LinkedIn for a comprehensive list of my experience.

## FREELANCE & VOLUNTEER EXPERIENCE

### Shearer Creative Studio LLC

**Founder, Owner, Creative Director**
**Freelance Illustrator, Graphic Designer, & Artist**

*Founded LLC in 2019 - Current*

- → Lead creative direction and visual identity development for clients, across a variety of projects including branding, marketing, illustration; digital & print
- → Design brand systems including logos, typography, color palettes, patterns, packaging, and marketing collateral
- → Concept and execute custom illustrations for individual projects and multi-channel campaigns
- → Manage end-to-end project delivery from discovery and strategy through design, production, and launch
- → Create original works and illustrations in personal studio, selling work, prints and merchandise at galleries, boutiques and events.

2026

SHEARER CREATIVE STUDIO LLC

### The Columbus Glass Art Center / Glass Axis

**Freelance Graphic Designer - Brand Refresh**

*2022 - 2025*

- → Led the creative direction for a total brand relaunch for the non-profit organization, previously known as Glass Axis, now called The Columbus Glass Art Center
- → Communicated and presented design rationale with non-design stakeholders at review points

2025

2024

SHEARER CREATIVE STUDIO LLC

### 934 Gallery, 934 Fest, Artsway Mural Program

**Volunteer Graphic Designer & Marketing Lead**

*2019 - 2021*

- → Developed and led creative direction and visual identities for 934 Gallery and 934 Festival for 2 years
- → Digital and Print Advertising for monthly gallery openings
- → Managed the Outdoor Gallery Mural Program
- → Drafted Cirriculum, Managed and Instructed for the Artsway Student Mural Program

2023

2022

SHEARER CREATIVE STUDIO LLC

### Columbus College of Art & Design

**ADJUNCT INSTRUCTOR - BRANDING, DESIGN**

*2016, 2017, 2021*

- → Educated students to develop personal brand identity, use social media, build a website and network to start their unique careers
- → Taught drawing and design basics, Adobe CC, drawing from life, gesture, etc.

2021

2020

2019

2018

SHEARER CREATIVE STUDIO LLC

### Urban Scrawl 11 (2017) & Independents’ Day Fest 9 (2016)

**Freelance Illustrator & Graphic Designer**

- → Illustrated the Annual Poster, T-Shirt + Ad Campaigns for both festivals. Designed posters for both hand-pulled screen prints and digital prints.

2017

2016