

SHANNON WON

CREATIVE DIGITAL DESIGNER

ATLANTA, GA

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470-530-0361

SHANSWON.COM

Digital Designer with 5+ years of experience creating engaging web content, social media ads, and emails that align with brand identity. Skilled in improving user experience through clean design, strong visuals, and strategic layouts that boost engagement.

WORK EXPERIENCE

Digital Designer

Rooms To Go - Atlanta, GA

March 2022 - Present

- Design web banners, social media ads, and promotional emails to support brand storytelling and drive engagement
- Design website assets for promotional campaigns that are adapted into emails and social ads, ensuring a consistent look and message across platforms
- Use Figma, Photoshop, and Illustrator to produce site assets for campaigns and updates, enhancing user experience

Design & Digital Content Associate

Wisteria - Atlanta, GA

September 2021 - March 2022

- Created cohesive design systems for emails, social media, and the website to maintain a strong digital brand
- Refreshed e-commerce visuals and layouts with seasonal updates, improving UX and customer experience
- Redesigned email templates and managed Klaviyo campaigns, increasing email-driven sales by 20%

Global Business | Account Manager

AX Inc. - Seoul, South Korea

March 2020 - March 2021

- Researched and identified global clients to grow the business pipeline and expand market reach
- Managed onboarding and client relationships with a focus on clear communication and tailored support
- Maintained and updated the global website, optimizing UX and aligning content with business goals

INTERNSHIPS

Junior Graphic Designer

Ballard Designs - Atlanta, GA

December 2019 - March 2020

- Designed email and social media campaigns that aligned with brand standards and seasonal messaging
- Prepped and delivered HTML and JPEG assets for Salesforce email campaigns with attention to typography and layout
- Helped visualize and execute creative concepts that connected with target audiences

EDUCATION

Advertising | Bachelor of Arts

University of Georgia

August 2014 - May 2019

After Effects Kickstart (Certification)

School of Motion

April 2025 - June 2025

TECHNICAL SKILLS & TOOLS

Adobe Photoshop

Adobe Illustrator

Figma

Adobe Indesign

Adobe After Effects

HTML

CSS

Klaviyo

Salesforce

CREATIVE & DESIGN SKILLS

Visual storytelling

Branding & identity design

Typography

Color theory

UX design

Wireframing & prototyping

Layout & composition