

# Shannon Parr

## Art Director

### EDUCATION

B.A. CREATIVE ADVERTISING,  
ART DIRECTION, MINORS  
IN GRAPHIC DESIGN  
AND PUBLIC RELATIONS  
Michigan State University

### AWARDS

2022 | Thighstop, Integrated Campaign:  
D&AD, The One Show, Cannes Lions, The  
Clio Awards, AICP Awards

2019 | NSAC AAF District 6 Third Place

2019 | Mid-MI Gold ADDY – Magazine

2019 | Mid-MI Silver ADDY – Television

2019 | Mid-MI Silver ADDY – OOH

2019 | Mid-MI Silver ADDY – Art Direction

2019 | Mid-MI Bronze ADDY – Television

2019 | Mid-MI Bronze ADDY – Illustration

2018 | Mid-MI Silver ADDY – Packaging

### SKILLS

Acrobat  
After Effects  
Figma  
Illustrator  
InDesign  
Lightroom  
Organization  
Photoshop  
Premiere  
Sketch

### CERTIFICATION

SCHOOL OF MOTION  
After Effects Kickstart

### EXPERIENCE

JANUARY 2024 – PRESENT (HAWKEYE ACQUISITION)

JUNIOR ART DIRECTOR

Razorfish | Remote

Wingstop

Art Director for Wingstop CRM.

JUNE 2021 – DECEMBER 2023

ASSOCIATE ART DIRECTOR

Hawkeye | Remote

Wingstop | White Claw | Grey Goose | Chase

As the Art Director for Wingstop CRM, I was responsible for designing in email, display, web, and occasionally social spaces. My role involved creatively exploring email layouts, crafting email GIFs, designing static display banners, static web banners, and social posts. I often found myself animating crispy wings and chicken sandwiches. In 2021, I was part of the CRM creative team that worked on Thighstop. Hawkeye partnered with Leo Burnett, Chicago, and together we created an award-winning, integrated campaign. In 2023, I designed for numerous Wingstop collaborations, including a limited-time-only flavor with American rapper Latto. Additionally, my work has been featured in international Wingstop CRM channels.

SEPTEMBER 2019 – JUNE 2021

GRAPHIC DESIGNER

DP+ | Farmington Hills, MI

JACK Entertainment | Blue Cross Blue Shield of Michigan social media | DP+ social media

Was responsible for creating promotional print and motion-designed pieces for JACK Entertainment, including indoor and outdoor digital content, social media static and digital content, posters, banners, signage, direct mail, email, wall wraps, and billboards. Also, created animated social posts and stories for Blue Cross Blue Shield of Michigan and DP+.

JUNE 2019 – AUGUST 2019

ART DIRECTOR INTERN

Latcha+Associates | Farmington Hills, MI

Kia Motors | The ChadTough Foundation

Worked closely with the Kia Motors team, including art directors, copywriters, account directors, project managers, product information specialists, strategists, developers, retouchers, and production. Owned creative projects from start to finish, including a direct mail piece, 2020 IQS brochures, a content guide, and a formal internship proposal presentation. Assisted in the development of creative decks. Created mood boards of vehicle photography. Helped with day-to-day tasks.