





# SHANNON GARRETT

 (205) 305 9753

 shannon@sgdesignstudios.com

 [www.sgdesignstudios.com/shannongarrett](http://www.sgdesignstudios.com/shannongarrett)

 [www.linkedin.com/in/shannon-garrett-70108588](https://www.linkedin.com/in/shannon-garrett-70108588)

## EDUCATION

### GRAPHIC DESIGN & WEB DEVELOPMENT

Full Sail University | *Winter Park, FL*

### BUSINESS ADMINISTRATION

Auburn University | *Auburn, AL*

## SKILLS

Adobe Creative Suite	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Adobe Illustrator	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Adobe Photoshop	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Adobe InDesign	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Adobe After Effects	<div style="width: 100%;"><div style="width: 80%;"></div></div>
Adobe Premiere	<div style="width: 100%;"><div style="width: 70%;"></div></div>
Adobe Dreamweaver	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Adobe Lightroom	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Adobe Captivate	<div style="width: 100%;"><div style="width: 80%;"></div></div>
Lectora	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Articulate Rise	<div style="width: 100%;"><div style="width: 100%;"></div></div>
PowerPoint	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Figma	<div style="width: 100%;"><div style="width: 80%;"></div></div>
HTML	<div style="width: 100%;"><div style="width: 100%;"></div></div>
CSS	<div style="width: 100%;"><div style="width: 100%;"></div></div>
PHP	<div style="width: 100%;"><div style="width: 80%;"></div></div>
JavaScript	<div style="width: 100%;"><div style="width: 100%;"></div></div>
WordPress	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Shopify	<div style="width: 100%;"><div style="width: 80%;"></div></div>

## PROFESSIONAL SUMMARY

Experienced and forward-thinking professional with 10+ years of proven success in web development, art direction, and graphic design. Throughout my career, I have successfully completed 155 projects, which include the development of 38 websites. I served as the Site Administrator for 13 of these sites, with 10 specifically dedicated to AT&T.

I've demonstrated expertise in developing 73 web-based courses, notably in leadership development, contributing to a 33% increase in promotions and lateral career advancements. Additionally, I established 11 repositories to efficiently organize and manage organizational training assets during my tenure at AT&T.

An expert in crafting innovative visual designs spanning digital and print media, websites, UI/UX, and video. Furthermore, I led branding initiatives and design elements for 4 campaigns, achieving 2nd place in the Mayoral run and securing victories in 2 City Council races.

Eager to apply my skills and experience to new challenges and contribute to impactful projects.

## WORK & EXPERIENCE

**7/2010 – 11/2023 | Senior Training Manager/ Designer /Web Developer**  
AT&T | Remote

- Collaborated with AT&T's leadership team to identify business goals and objectives for the Leadership and Development department and align the training strategy to support the achievement of those goals.
- Developed and designed organization web portals, web based training courses and 11 training asset repositories.
- Developed 38 internal and external client websites and served as the designated website administrator.
- Led multiple successful product/course launches, achieving an average 70% growth in production and 97% retention.
- Developed and implemented a comprehensive SOP's and training strategy aligned with AT&T's business objectives for the design and web development department.
- Analyzed training needs and delivered customized learning solutions.
- Identified emerging trends and technologies, incorporating them into training programs in collaboration with AT&T's leadership team.
- Built 73 Web-based courses including some leadership development courses, resulting in 33% of promotions and lateral career advancement.
- Ensured compliance with industry standards and best practices for web design.

## AWARDS & RECOGNITION

**8/23 SATW Foundation Lowell Thomas**  
Travel Journalism Competition Award Winner  
Travel Magazine category

**6/22 Centralized Learning Reward**  
Significant corporate contributions that embrace the AT&T culture pillars

**9/22 SATW Foundation Lowell Thomas**  
Travel Journalism Competition  
Honorable Mention - Travel Magazine category

**9/22 CSR Connection Awards**  
Connection Awards CSR 1H2022 Aligned with AT&T Culture Pillars

**10/22 Centralized Learning Reward**  
Significant corporate contributions that embrace the AT&T culture pillars

**5/22 Centralized Learning Reward**  
Significant corporate contributions that embrace the AT&T culture pillars

**10/21 Folio Ozzie Award Finalist**  
Winter 2021 Consumer Special Interest -Cover

**10/21 Folio Ozzie Award Finalist**  
Winter 2021 Consumer under 250,000- Cover

**10/21 Folio Eddie Award Finalist**  
Consumer Women's Lifestyle

**10/21 Folio Eddie Award Finalist**  
Single Consumer Enthusiast/ Hobby

**10/21 Folio Eddie Award Finalist**  
Consumer & Special Interest Girl Camper  
Spring 2021 -Full Issue

**11/20 AD Golden Beard Award**  
Management Development Program – 10 months with over 100 deliverables – courses

**11/17 HR Recognition Award**  
CRSM and C&A IT Web Portal redesign

**7/17 AT&T Proud Award**  
AT&T Award recognizing world class design technology & innovation

**3/17 AT&T Proud Award**  
AT&T Award recognizing world class design technology & innovation

**5/15 Service Excellence Award**  
AT&T

- Conducted A/B Testing evaluated the effectiveness of training programs, making improvements to enhance employee performance.

- Developed visual style guides for courses and program branding to assist designers and guarantee a unified standard of visual quality, style, typography and detail alignment.

- Assessed and redefined design processes and workflows to ensure efficiency.

- Lead and mentored over 27 designers to ensure the highest quality of work. All while fostering an environment of creativity, collaboration, and continuous learning.

- Built more than 20 Keynote and PowerPoint decks as well as templates for leadership presentations, townhalls and campaigns.

- Collaborated in the development and design of the UX and UI for the AT&T Attend App, utilized to facilitate live events and leader-led training courses for 4 Business Units within AT&T.

## ADDITIONAL EXPERIENCE

**Girl Camper Magazine**  
Art Director

**Freelancer**  
Senior Graphic Designer & Web Designer/Developer

## MY EXPERTISE

Digital Design  
Art Direction  
Video Editing  
Marketing  
Project Management  
Typography  
Brand Design  
Print Design

Responsive Web Design  
Prototyping  
Collaboration  
Wire Framing  
SEO  
Graphic Design  
UI/UX Design  
Instructional Design



**Scan To View  
Portfolio**

[www.sgdesignstudios.com/shannongarrett/gallery](http://www.sgdesignstudios.com/shannongarrett/gallery)