



# SHELLY SIEGEL MAGNES

## Senior Graphic Designer

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### PERSONAL PROFILE

Sr. graphic designer and photographer with 13 years of experience across product design, digital ads, interior design, and textile design.

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### WORK EXPERIENCE

#### GRAPHIC DESIGN

*Freelance | 2011 - present*

- Provided graphic design and consultancy services to a clients across interior design, food and beverage, online betting, entertainment, and music journalism.
- Services include packaging, digital ads (social & display), static/video social posts, website build (Wix, Shopify, Squarespace), product photography, and convention booth design.

Clients: Fanatics Sportsbook, GoodRx, Bloody Gerry Mix, Scarlet Fire Hot Sauce, Headspace Magazine, Hey Doctor, Tropicana Casinos, Surroundings Furniture, OBB Media (Michael Ratner), and more.

#### BB EARS SOUND PROTECTION

*Owner, Creator | 2019 - present*

- Developed the product, brand, e-commerce website, packaging, and digital/social presence for BB Ears, handmade bedazzled sound protection for babies and toddlers.
- Sold hundreds of pairs with no advertising budget, turning a profit in the first year.
- BB Ears are now worn by the kids of popular musicians like Laura Lee (Khruangbin), Jon Gutwillig (Disco Biscuits), and Wayne Coyne (Flaming Lips).

#### LEVTEX HOME

*Senior Designer | 2011-2018*

- As the first full-time employee, I helped grow Levtex Home from a textile design startup to a multi-million dollar international brand with top-selling private lines in over 20 major retailers and numerous boutiques.
- Directed the design team through research, development and manufacturing, overseeing the production of a wide range of home goods across bed, bath, and living spaces.
- Led product and lifestyle photo shoots, designed all packaging and e-commerce listings, developed CADs, trend boards, and line sheets for buyer approvals, and collaborated with buyers to meet price points.
- Managed tight timelines across clients and team members to ensure seamless execution from concept to final product.

Clients & product lines include: Target (Mudhut, Industrial Shop), Nordstrom, Stein Mart (Nina Campbell, Villa Lugano, Oscar & Grace), Bed Bath & Beyond, Urban Outfitters, Modcloth, HomeGoods, TJ Maxx, Kohl's, Macy's and more.

#### CONTACT

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- 🌐 www.shellysiegel.com

#### EXPERTISE

Graphic Design  
Photography & Editing  
Project Management  
Product Branding  
Interior Design  
Textile Design

#### SOFTWARE KNOWLEDGE

Adobe Suite (Illustrator, Photoshop, InDesign)  
Website Design (Wix, Shopify, Squarespace)  
Canva  
Figma

#### PERSONAL SKILLS

Creativity  
Teamwork  
Communication  
Problem Solving  
Leadership  
Highly Organized  
Process Oriented  
Self Starter

## CONTRACT INTERIOR DESIGN

### HAVENLY

*Online Interior Designer, Contractor / 2020*

- Worked virtually with clients, mapping their rooms, curating mood boards, and digitally designing their new spaces to bring their home design dreams to life with 3D renderings.
- Managed entire client lifecycle while staying on tight budgets in a fast-paced environment with demanding deadlines.

### AVANTSTAY

*Interior Designer, Contractor / 2018-2019*

- Oversaw large luxury vacation rental design from concept through home installation.
  - Sourced all finishings, included but not limited to: fixtures, furnishings, lighting, and accessories.
  - Managed budgets and schedules for each project and delivered under tight deadlines.
  - Directed teams through on-site installation and styled homes for property photoshoots and online listings.
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## EDUCATION

### UNIVERSITY OF MIAMI

*Coral Gables, FL | 2006 - 2010*

*BFA Graphic Design & Photography, Minor Art History*

*Cum Laude*

### CZECH REPUBLIC STUDY ABROAD

*Prague | Summer 2008*

*Photojournalism*

### AMERICAN UNIVERSITY OF PARIS

*Paris, France | Summer 2005*

*Painting & Art History*