

# BRIAN SHERIDAN

Senior Graphic Designer  
with Art Director Experience

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Hands-on Graphic Designer with 20+ years of turning briefs into high-performing campaigns. A versatile problem-solver across digital and print, bringing strategy, storytelling, and craft from concept to execution—delivering clear, impactful work that consistently exceeds expectations. Excited to bring my experience to a new role where I can contribute meaningfully and help mentor other designers in a positive, collaborative, and creatively driven environment.

## Core Skills

Visual Problem Solving, Typography, Design & Layout, Concept Development, Print & Digital Expertise, Adobe Creative Suite, InDesign, Photoshop, Illustrator, Adobe XD, Adobe Premiere Pro, Figma, Microsoft PowerPoint

## Work Experience

### Senior Graphic Designer – Digital Design Team

May 2019 - May 2025

*Lakeshore Learning | Carson*

- Oversaw design execution for 30+ digital campaigns annually across email, homepage, and social media assets tailored for desktop and mobile.
- Led visual direction for B2B email marketing, establishing consistent branding that helped grow furniture sales into a top revenue channel.
- Art directed a variety of photoshoots, partnering with the in-house studio to create a new content library to further the brand's digital presence.
- Partnered with copywriters and marketers to sharpen messaging on key projects, including collateral that helped secure Lakeshore's largest-ever single order: a \$27 million state-funded purchase.

### Senior Graphic Designer – Catalog Design Team

May 2005 - June 2019

*Lakeshore Learning | Carson*

- Designed and art directed Lakeshore's flagship print catalogs—including Early Childhood, Elementary, Back to School, and the parent-focused Gifts for Growing Minds, essentially Lakeshore's toy catalog. Personally responsible for approximately 25% of total catalog pages annually.
- Collaborated with leadership and product developers to shape visual storytelling, and provide photo art direction for hundreds of child-facing educational and play products over the years.
- Supported retail promotions, packaging, and event collateral, maintaining brand consistency across a variety of printed materials.

## Additional Work Experience

### Senior Graphic Designer

*AMR Marketing Group & Craftsman Printing | Fullerton*

- Developed as a strong intuitive designer. Produced advertisements, collateral, direct mail, trade show graphics, and brand identity materials.
- Helped produce Christian publications, including book cover design and layout, magazines, pamphlets, newsletters and tracts.

## Education

**Associate of Arts, (A.A.),** Fine Art, Fullerton Community College, Fullerton, CA

**Coursework,** Graphic Design, California State University, Fullerton, CA

## Passion Projects

**Blog and Event Hub Creator, CountryDancingTonight.com** Oct 2019 - Present

- Recognizing a gap in clear, beginner-friendly resources, took the initiative to create a community-focused blog and event hub for country dance enthusiasts in Southern California. The site integrates SEO strategy, nightlife coverage, and a friendly editorial voice to engage both seasoned dancers and curious newcomers. (countrydancingtonight.com)

**Shopping Tool and Comparison Site Creator, BootPrices.com** April 2025 - Present

- Led creation and UX/UI design of a streamlined boot comparison site, directing strategy and managing a remote team. Applied web design skill and comprehensive project management to develop and successfully launch a clean, responsive web app for work, hiking, and western boot shoppers. (bootprices.com)

## Volunteering

**Barista, Eastside Community Church, Anaheim** Jan 2019 - Present

- Weekly volunteer barista, helping provide a warm and welcoming experience at the church café.

**Cast Member** Jul 2018 - Sep 2023

*Pageant of the Masters, Festival of the Arts, Laguna Beach*

- Volunteered for several years as a live participant in the “*Tableaux Vivants*” performances—staged recreations of classic artworks. Highlights included portraying Isaac Newton and participating in the production’s iconic grand finale, *The Last Supper*.