

SHELBI BALE

1595 Normal Street,
Bowling Green, KY, 42101
270-299-1450
shelbi.bale957@topper.wku.edu

WORK SUMMARY

Hard working college student with leadership skills, design skills, server experience and proven time management skills in fast-paced environments. Successful at illustrating and designing page layouts with impeccable communication skills. Strives to meet the needs of fellow employees, drive satisfaction, and promote long-term loyalty. Responsible for leadership procedures such as preparation of fellow employees and producing exceptional and engaging content. Works great in a group setting and has shown an exceptional ability to communicate and assist in an effective manner.

WORK EXPERIENCE

Graphic Design Editor

08/2024 to Present

College Heights Herald at Western Kentucky University
1906 College Heights Blvd. Bowling Green, KY 42101

Designer

1/2024 to 05/2024

Talisman at Western Kentucky University
1906 College Heights Blvd. Bowling Green, KY 42101

Illustrator

10/2023 to 05/2024

Talisman at Western Kentucky University
1906 College Heights Blvd. Bowling Green, KY 42101

- **Layout Design & Composition:** Designed visually engaging and well-structured page layouts for print and digital editions of the magazine, ensuring clarity, consistency, and aesthetic appeal across all sections.

- **Collaborative Workflow:** Worked closely with editorial teams, photographers, and graphic designers to integrate text, images, and graphics seamlessly into magazine pages, maintaining the publication's tone and branding.
- **Deadline Management:** Delivered high-quality page designs under tight editorial deadlines, often managing multiple pages or sections in parallel to meet production schedules.
- **Content Organization:** Organized and prioritized editorial content to ensure a logical flow of information, balancing text-heavy articles with imagery, charts, and infographics.
- **Typography & Font Selection:** Applied expert knowledge of typography, font styles, and readability to enhance the overall design, ensuring consistency across various magazine sections.
- **Image Editing & Integration:** Edited and optimized images to fit layout requirements, ensuring high-quality resolution and visual harmony with accompanying content.
- **Quality Control:** Conducted thorough proofreading and design reviews to ensure accuracy and consistency in the final product, eliminating any typographical or layout errors.

SKILLS

- Illustration
- Design
- Page design
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Adobe After Effects
- Procreate

EDUCATION

Western Kentucky University
Bachelor's of Fine Arts
Graphic Design

1906 College Heights Blvd, Bowling Green, KY 42101
08/2023 to Present

Green County High School

High school or equivalent

Honors Diploma

301 Brummel Ave, Greensburg, KY 42743

08/2019 to 05/2023

REFERENCES

Chuck Clark

Director of WKU Student Publications

1906 College Heights Blvd. #11084

Western Kentucky University

Bowling Green, KY 42101

270-745-2582

Carrie Pratt

College Heights Herald Multiplatform News Advisor

1906 College Heights Blvd. #11084

Western Kentucky University

Bowling Green, KY 42101

270-745-2653

Sam Oldenburg

Assistant Director

1906 College Heights Blvd. #11084

Western Kentucky University

Bowling Green, KY 42101

270-745-3055

Price Wilborn

Editor-in-Chief and Employer

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