

# SHAWN FINLEY

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## PROFILE

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Creative illustrator and designer with over 20 years experience in the toy, book and game industry. Special emphasis on products and picture books, character development, package design and identity, and educational illustration. I work closely with clients to ensure their illustration and design goals are met on time and on budget. I adapt my work style and artistic direction to meet each company's needs, while never compromising the quality of the finished product, which I strive to make both beautiful and functional.

## WORK EXPERIENCE

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**Shawn Finley Studios, Inc.**, Chicago, IL, 2008 - Present

**Shawn Finley Illustration**, 1989 - 2008

Owner - Full service illustration and design firm working with a wide array of clients, from Fortune 500 Companies to small local firms.

**Publications International**, Lincolnwood, IL, 2003 - 2006

Art Director - Art direction and design of children's books

**Design Resource Center**, Chicago, IL, 1992 - 1994

Senior Designer - Art direction and design of food and product packaging

**Judson University**, Elgin, IL, 1991 - 1992

Adjunct Art Faculty - Art Instructor for Illustration and Graphic Design

## CORE SKILLS

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### Children's Book Illustration and Design

- Illustrated over 15 picture books for major publishing houses including Random House Value Books, Hooked on Phonics, and Publications International. Most recent book release: *Search and Find Dinosaur Fun* by Kidsbooks LLC, 2012.
- Designed approximately 100 picture books for licensed properties such as Disney, Warner Brothers, Nickelodeon, Sesame Street and Cartoon Network.

### Original Character/Property Design

Created original cartoon characters and their "world", including graphic elements, backgrounds, style guides and web game art. Most recently commissioned to develop characters and style guide for an original animated television show. Other clients include Burger King, Hooked on Phonics, and U.S. Government Printing Office. Currently producing *Bad Like Me*, an online graphic novel by Shawn Finley Studios.

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## Product Illustration and Design

Utilized both licensed and original characters to create surface illustrations on branded products. Licensors include Disney, Pixar, McDonalds, Warner Brothers, Sesame Street and others. Products include sleeping bags, tents, backpacks, inflatables, Happy Meal boxes, wall borders, and school products sold by major retailers such as Target, Sam's Club, and Toys-R-Us.

## Technical Illustration

Created black and white line art illustrating step-by-step assembly instructions for over 100 model car and airplane kits, primarily for Revell Monogram.

## Editorial Illustration

Regularly contributed illustrations to youth oriented magazines such as *Brio*, *Just Like Me* and *Clubhouse*.

## Branding

Designed logos, character mascots and packaging for both national brands and local companies, helping establish business and product identity.

- Complete rebranding of The Little Slugger Ice Cream Cone and Fruit Snack product line, including original character development, packaging design and point of purchase displays.
- While at Design Resource Center, focused primarily on food packaging and consumer product manufacturers including Sara Lee, Florsheim, and Oster.

## Educational Illustration

Illustrated puzzles, games, and educational illustrations for print and web. Clients include:

- Sylvan Learning - Produced thousands of illustrations for Sylvan's comprehensive learning program workbook series: Math, Reading, Writing, Spelling, etc.
- Hooked on Phonics - Redesigned characters and illustrated picture books and *Learn to Read* products.
- Scholastic - Created illustrations for multiple classroom teaching aids.
- Baxter Healthcare - Illustrated comics and puzzles for an ongoing children's healthcare magazine.

## EDUCATION

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**Judson University**, Elgin, IL. Bachelor of Fine Arts, Fine Art, 1991

Graduated with Highest Distinction, Magna Cum Laude, Valedictorian

## TECHNICAL SKILLS

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Platform: Mac OS X

Applications: Adobe Illustrator, Adobe Photoshop,  
Adobe Muse

Traditional skills: Drawing, inking, storyboarding

## WEB PORTFOLIOS

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<http://www.shawnfinley.com>

<http://badlikeme.net>

<http://www.facebook.com/shawnfinleystudios>

<http://www.workbook.com/portfolio/5060/view>