

Skylar Shields

Designer  
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## Experience

2023–2025

**Vox Media; New York, NY**

– Designer

Designed various branding and experiential projects for all Vox Media and New York Magazine brands, networks, and lines of business.

### Notable Projects

– Vulture Festival

Developed new brand identity for Vulture Festival 2024 that spanned social, web, print, and experiential as part of a two-person design team.

– PS (Popsugar Rebrand)

Worked on a three-person team to transform Popsugar into PS by designing new logo and brand system to be applied across packaging, socials, web, experiential, sub-brands, and more.

– The Cut Cafe

Conceptualized The Cut's brand takeover of Bluestone Lane Cafe as part of a two-person team, then partnered with an outside fabrication company to bring the event to life.

– Live Podcast Activations

Lead designer leading live podcast activations for *On With Kara Swisher* and *A Touch More* with Sue Bird and Megan Rapinoe.

2025

**NBA2k Media; New York, NY**

– Freelance Designer

Worked on early stage founding materials including presentation decks and brand guidelines.

2022–2022

**Squeak E. Clean Studios; New York, NY**

– Graphic Design Intern

Led design efforts to establish branding guidelines for Squeak E. Clean's social media content, designed branded print and digital collateral, created pitch decks for client briefs.

2020–2021

**Franklin Printing; Las Vegas, NV**

– Designer

Worked as lead designer collaborating with a variety of clients to generate branded content for wide format and digital printing.

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## Education

2018–2023

**Pratt Institute; New York, NY**

– BFA Communications Design

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## Skills

Adobe Creative Suite: Photoshop, Illustrator, InDesign, AfterEffects, Premiere Pro, Acrobat, XD.

Figma, Microsoft Suite, Google Suite, Splash, Swoogo, Mailchimp, Canva, HTML, CSS, Sketchup, Keynote