

Skylar Shields

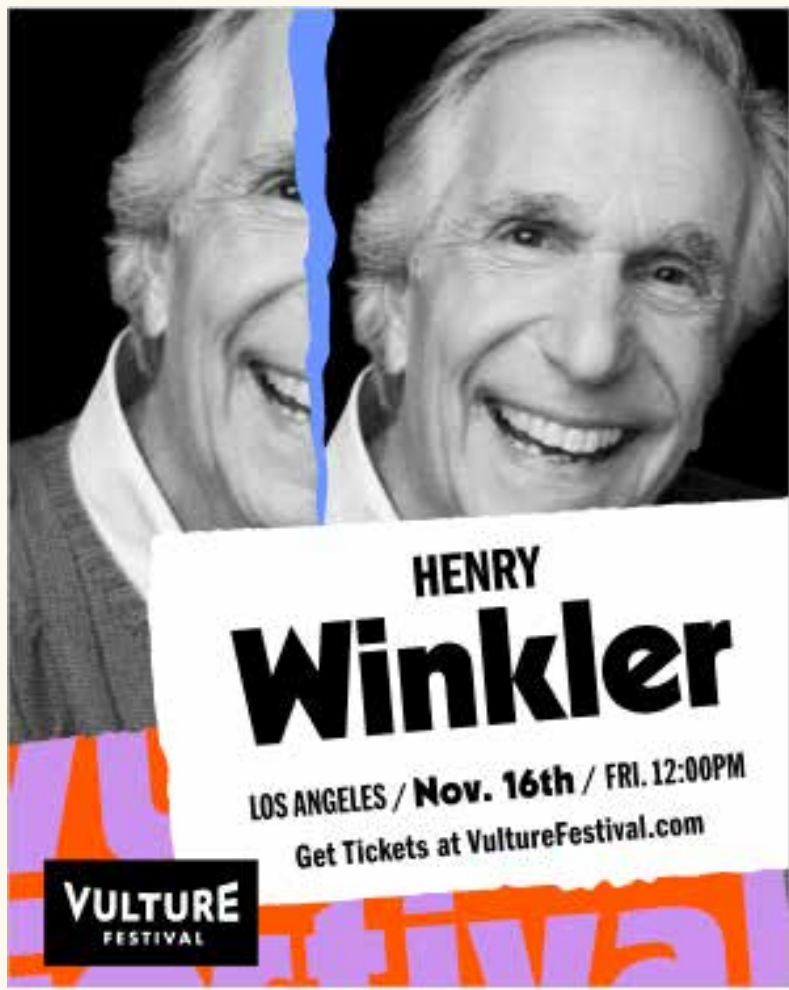
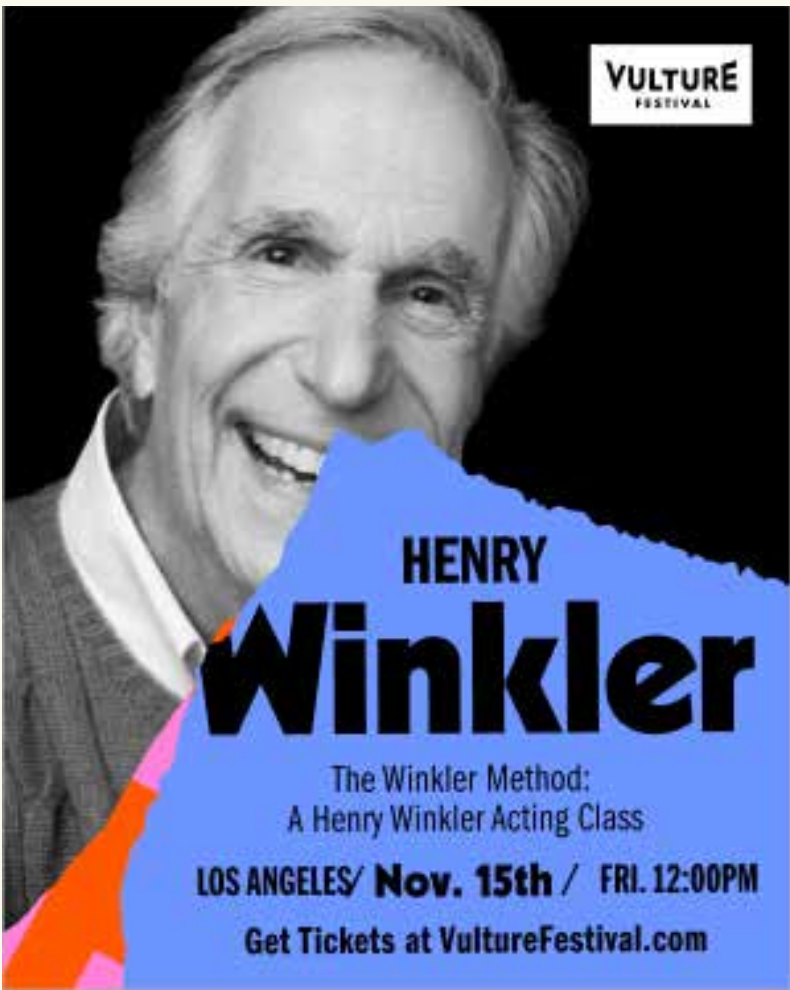
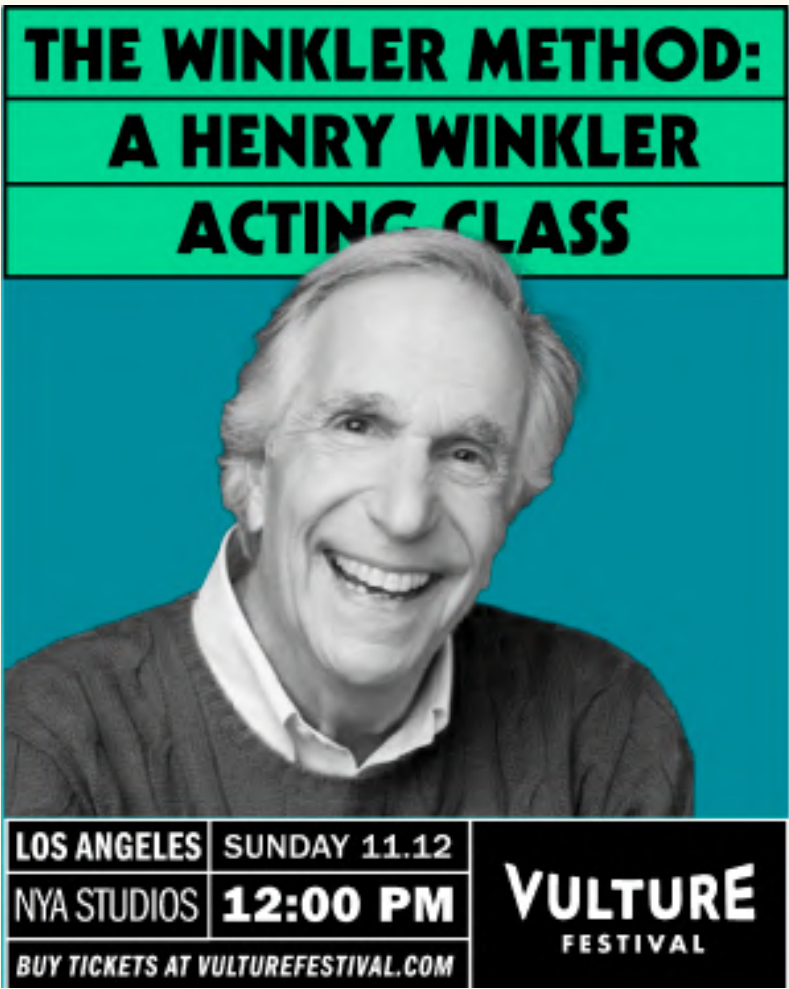
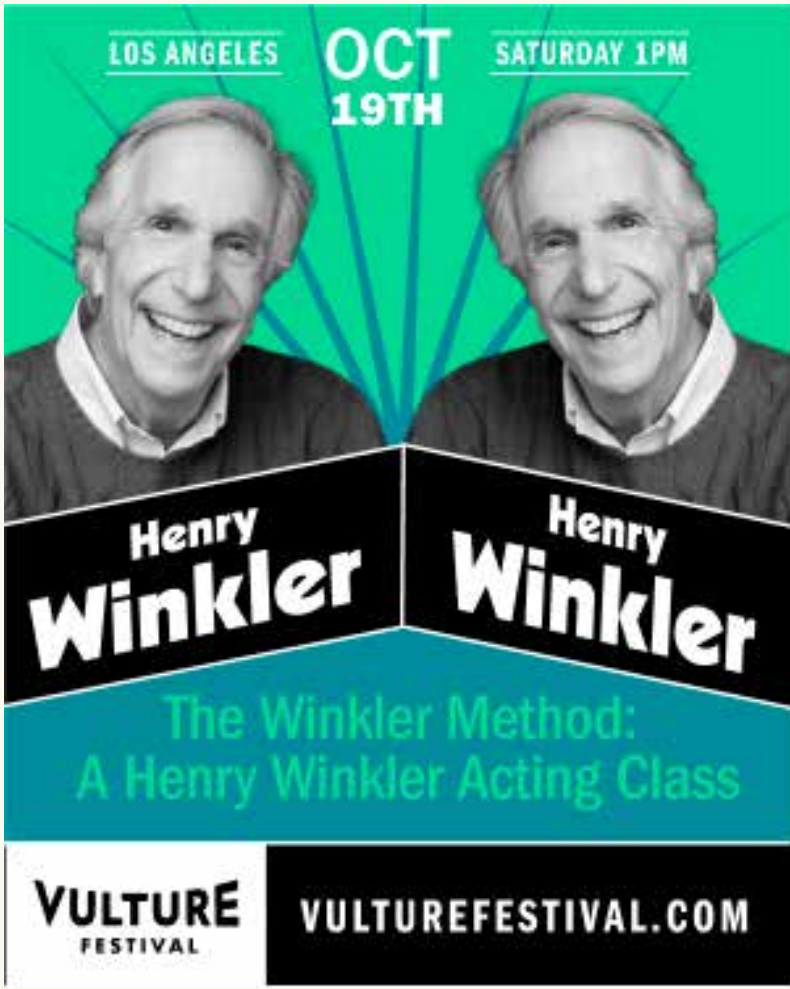
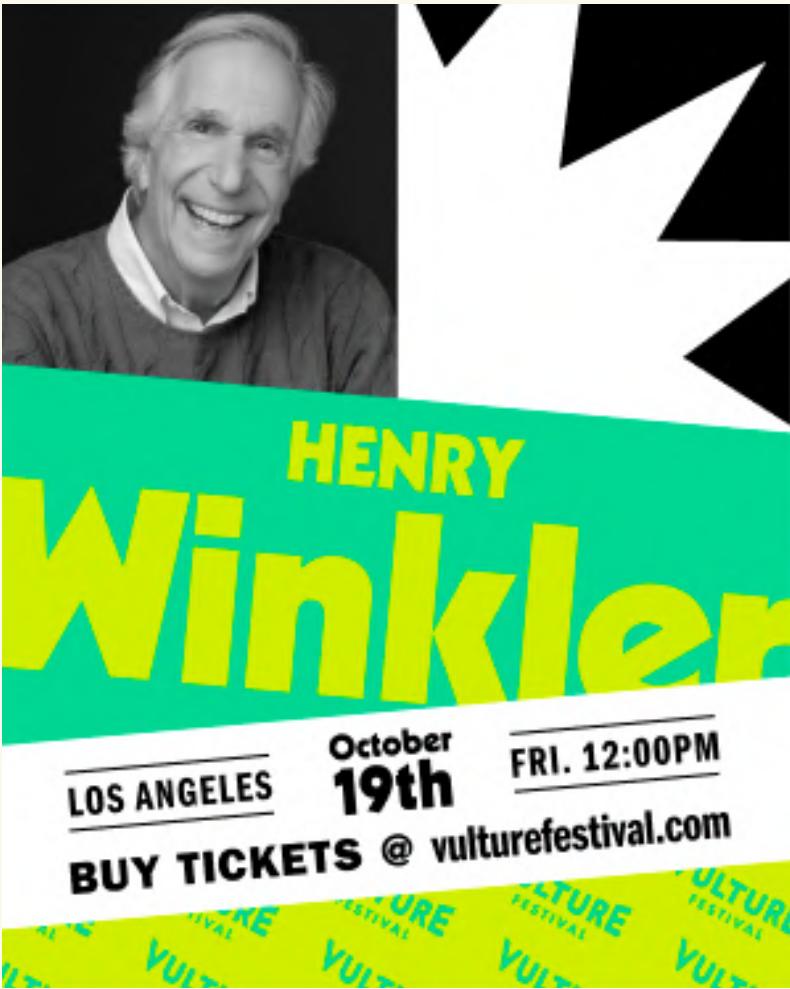
skylarshields.com  
Designer, Visual Artist

Skylar Shields is a multidisciplinary designer and artist currently based in New York. She received her BFA in communications design from Pratt Institute.

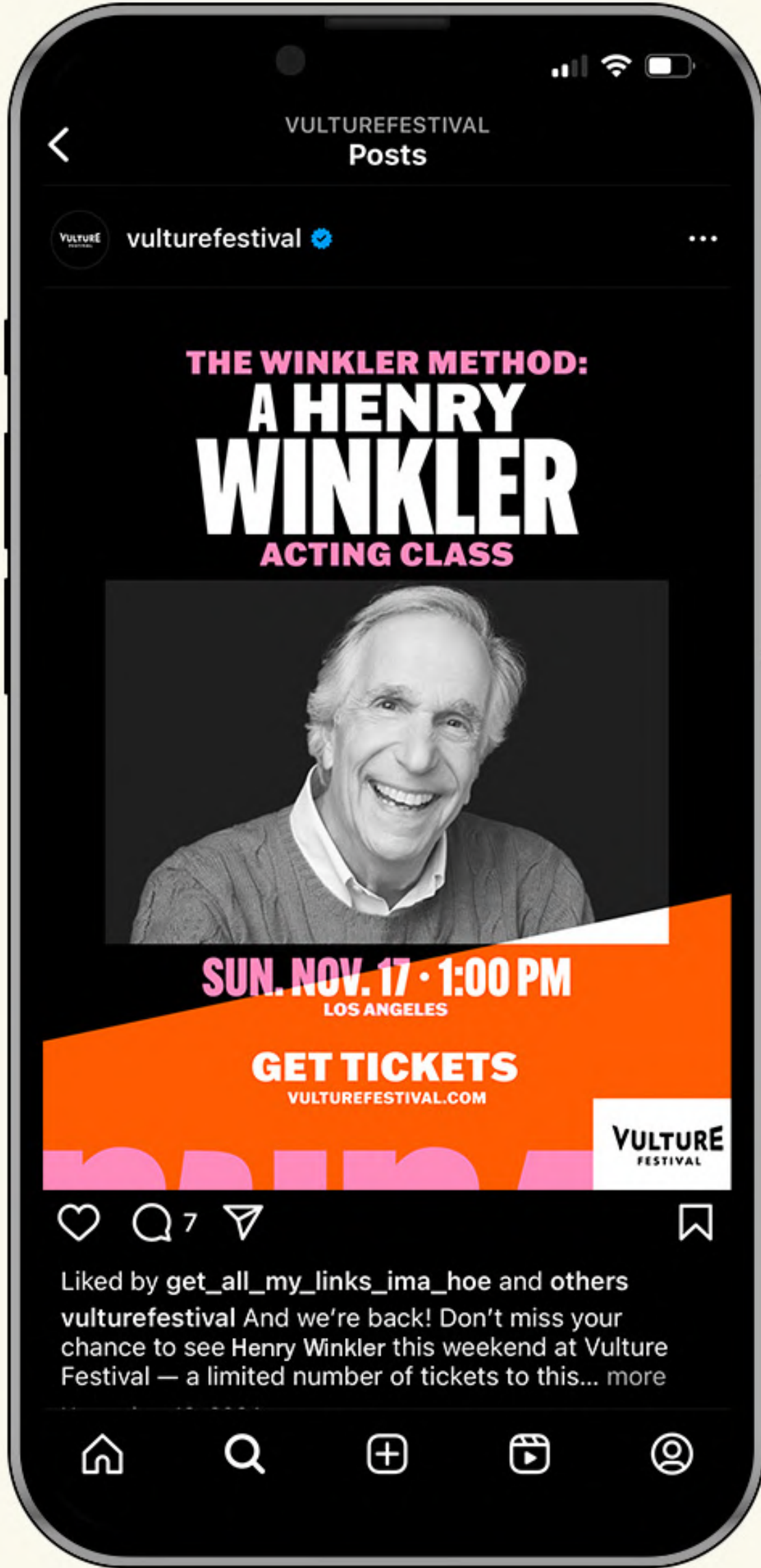


**VULTURE**  
**FESTIVAL**



















2024

Vulture Festival  
Design

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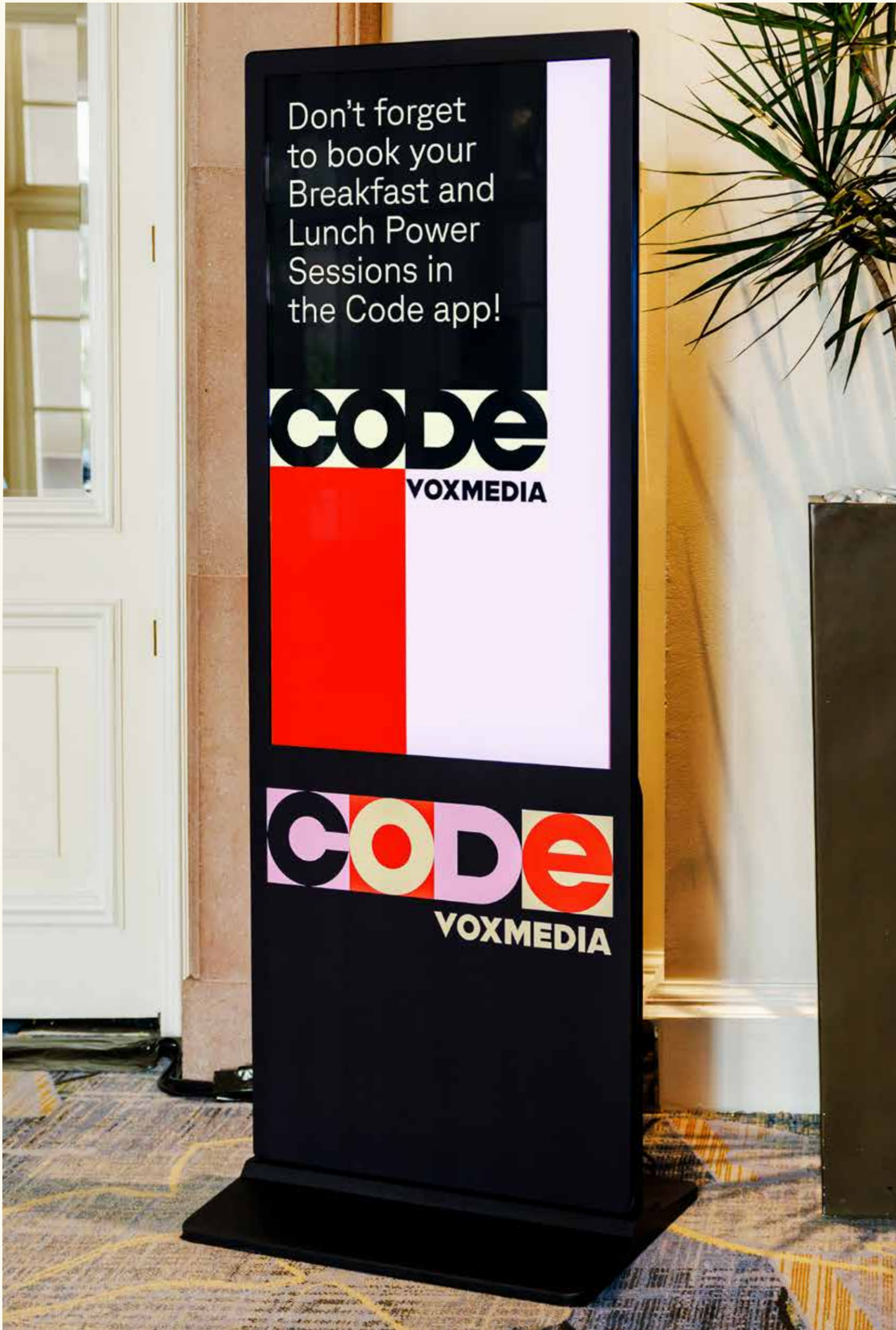
2023

Code Conference  
Design

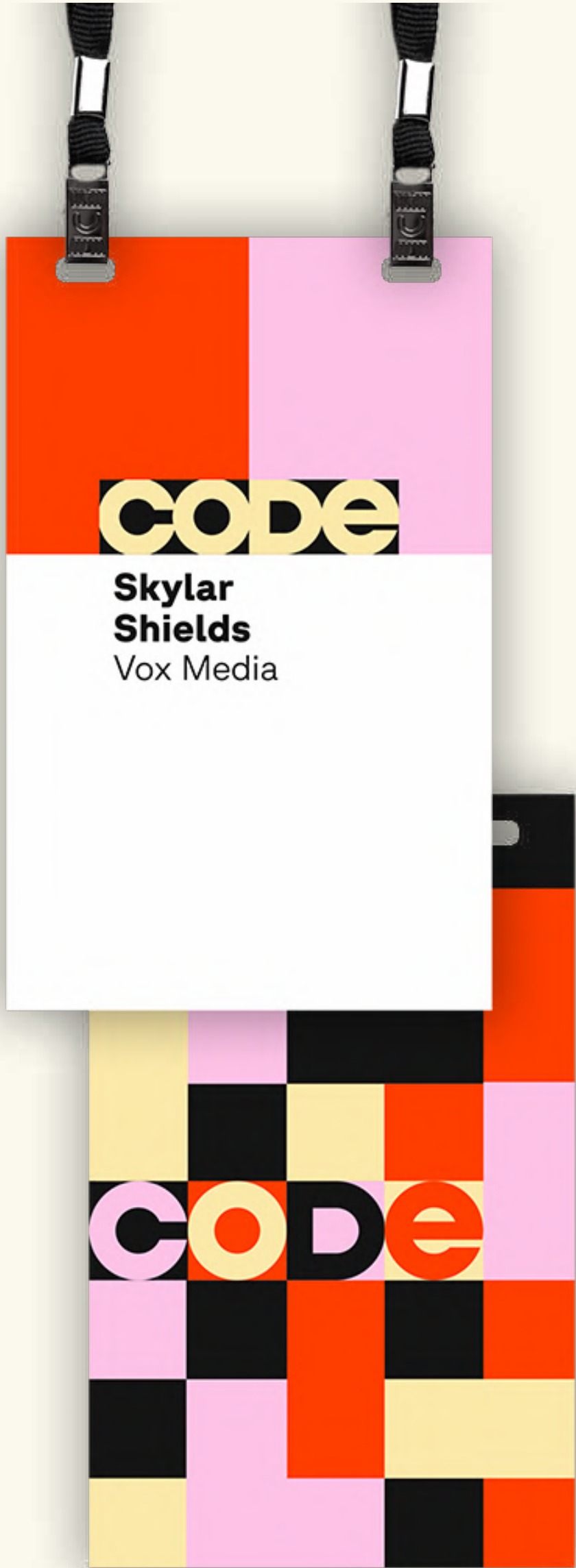
New Code Conference identity system based on the growth and impact of tech industry companies and products.













2023

Code Conference  
Design

Environmental design assets sprinkled throughout the conference.





2024

PS - Popsugar Rebrand  
Design

Created new visual identity to transform the pop culture focused Popsugar into the wellness and lifestyle focused PS.



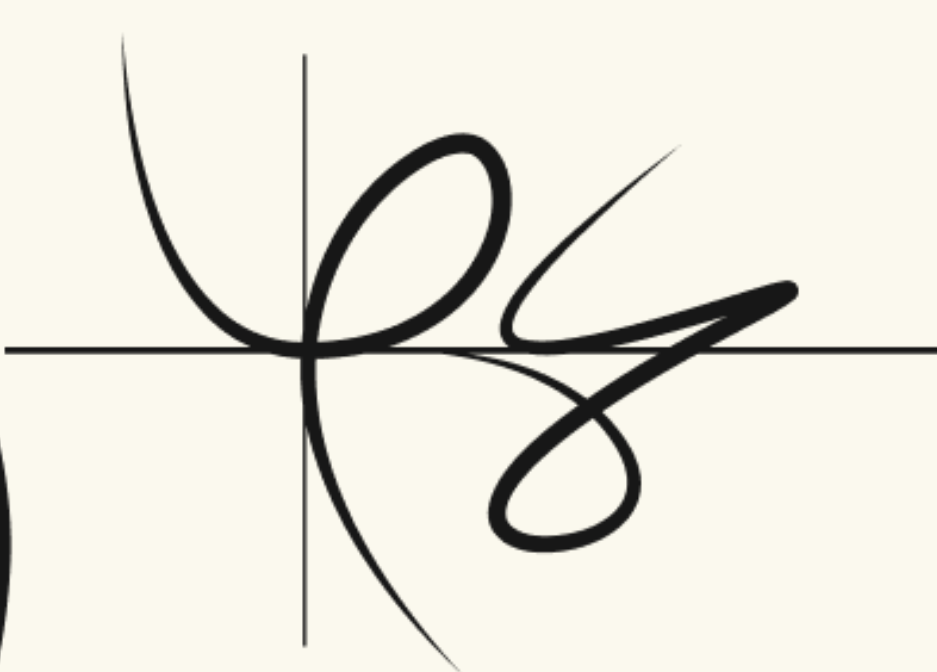
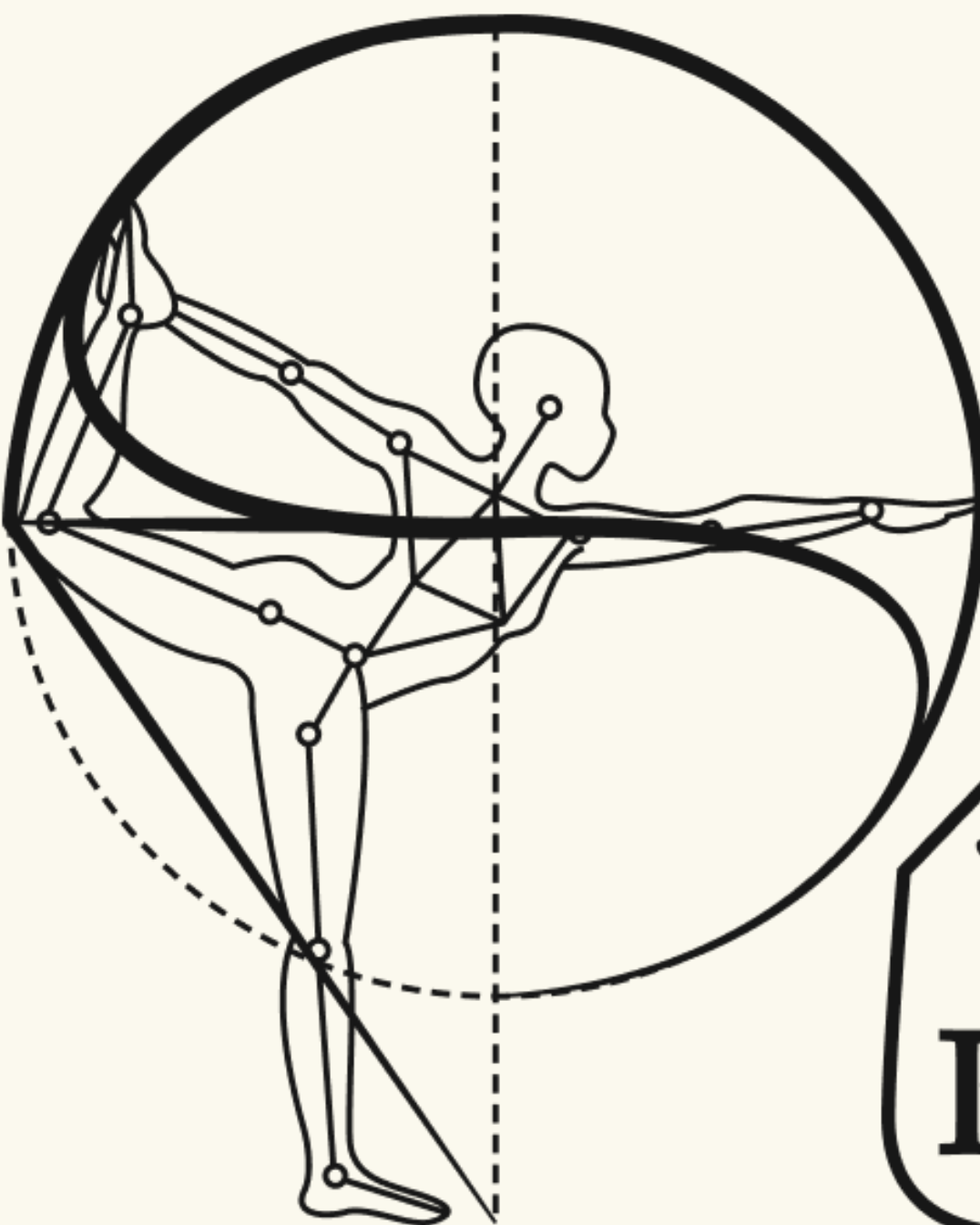
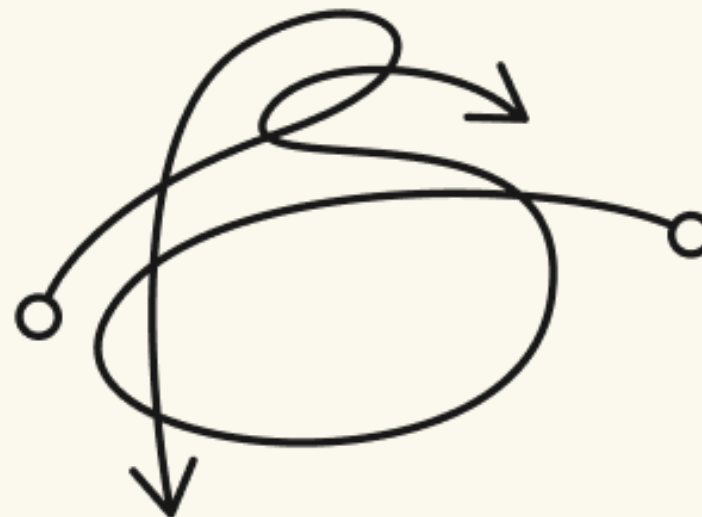


PS PS

PS

PS PS

PS PS



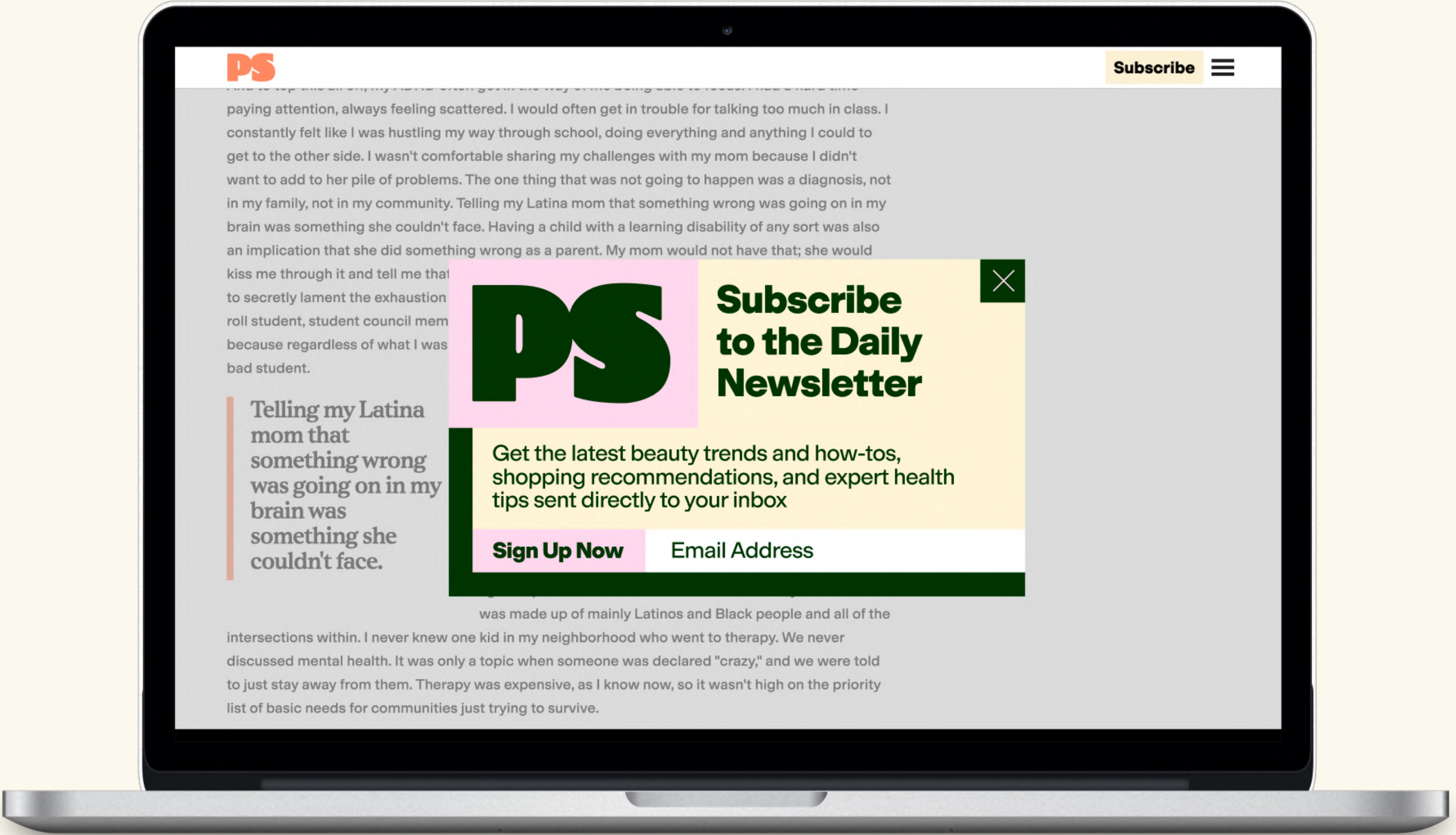
PS

PS















2024

PS - Popsugar Rebrand  
Design

**Feel Good  
About It.**

**PS**

LAMAR

Sher-Del

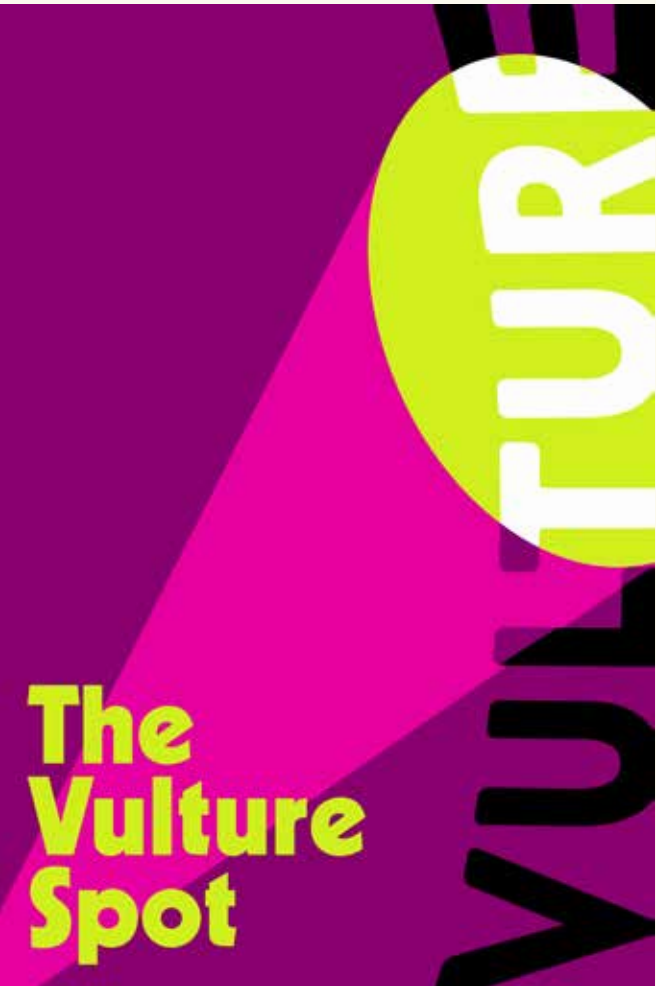
CITY  
SPEED  
LIMIT  
25  
PHOTO  
ENFORCED

MULBERRY ST  
I ♥ NY

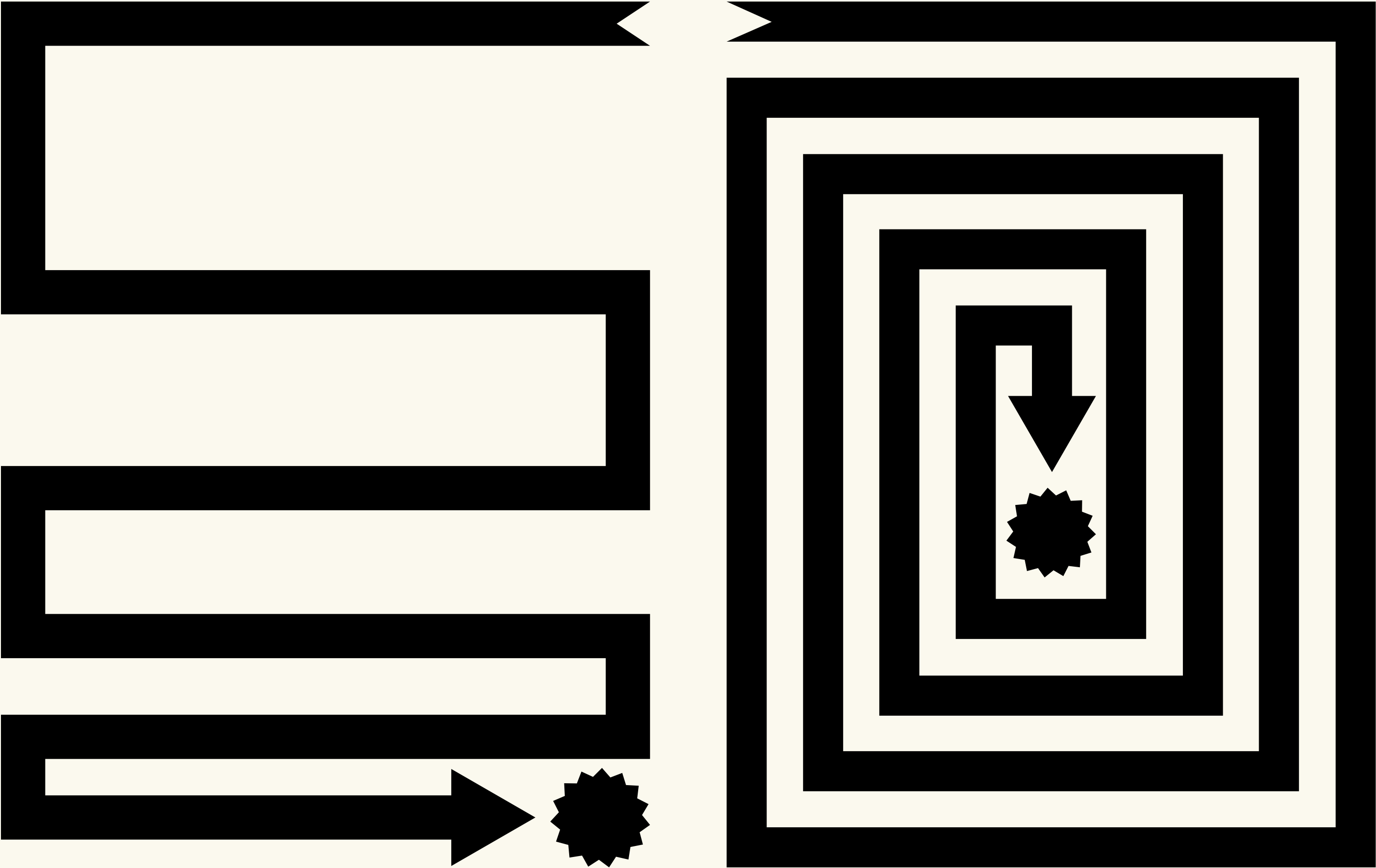


















2024

The Cut Cafe  
Art Direction, Design

Celebrated The Cut's Fall Fashion issue by bringing the brand to life in a takeover of the Bluestone Lane Cafe in Tribeca.





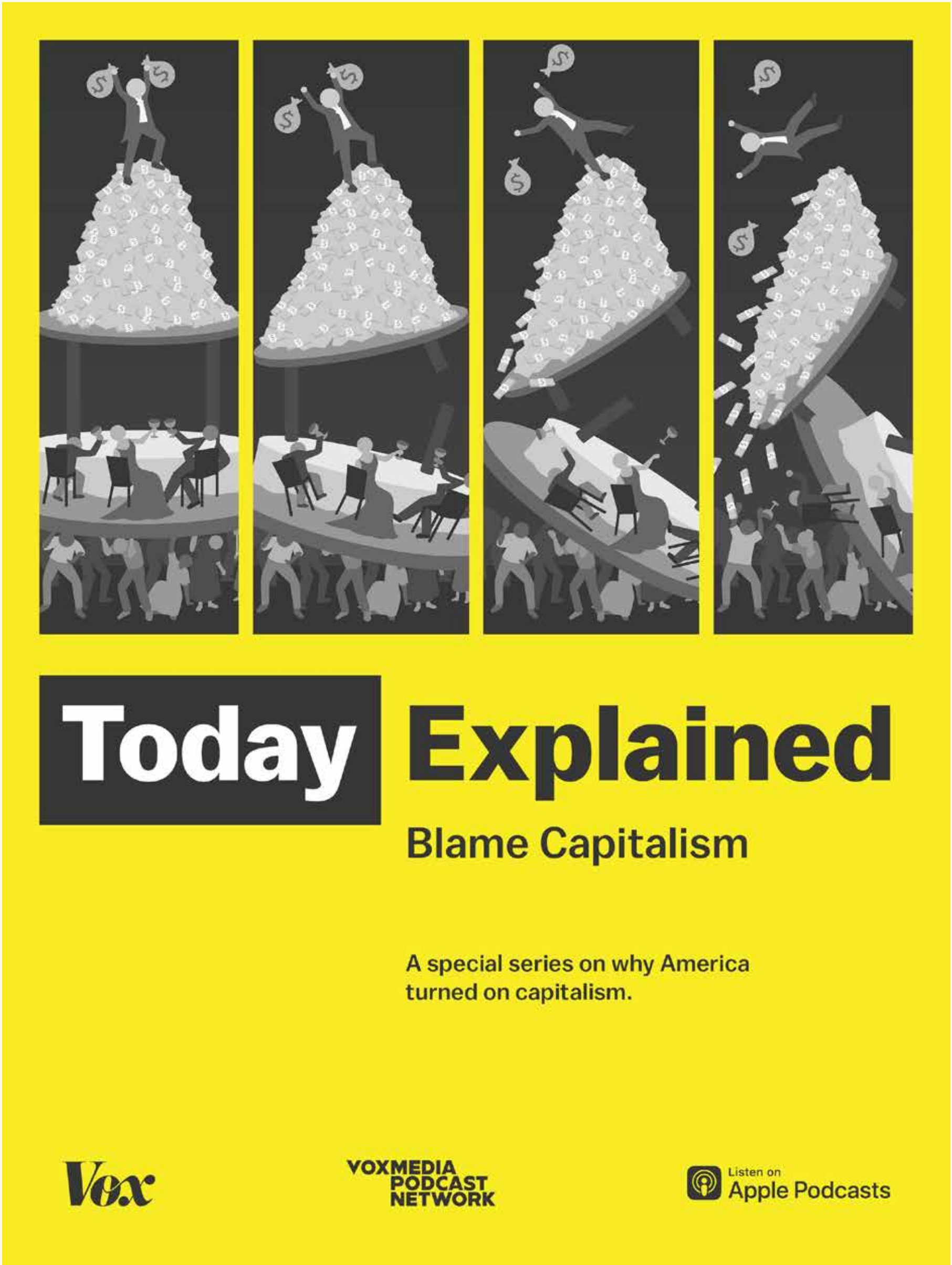
2024

The Cut Cafe  
Art Direction, Design

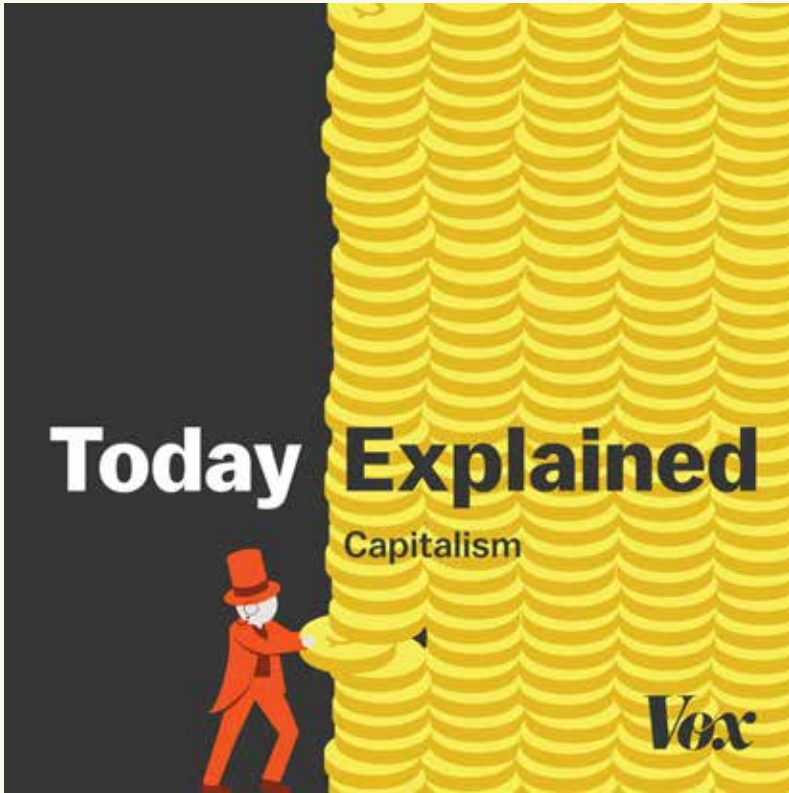
Designed assets and provided art direction for fabrication partner to ensure the space embodied The Cut's branding.













2024

PS Fit x Black Forest  
Design

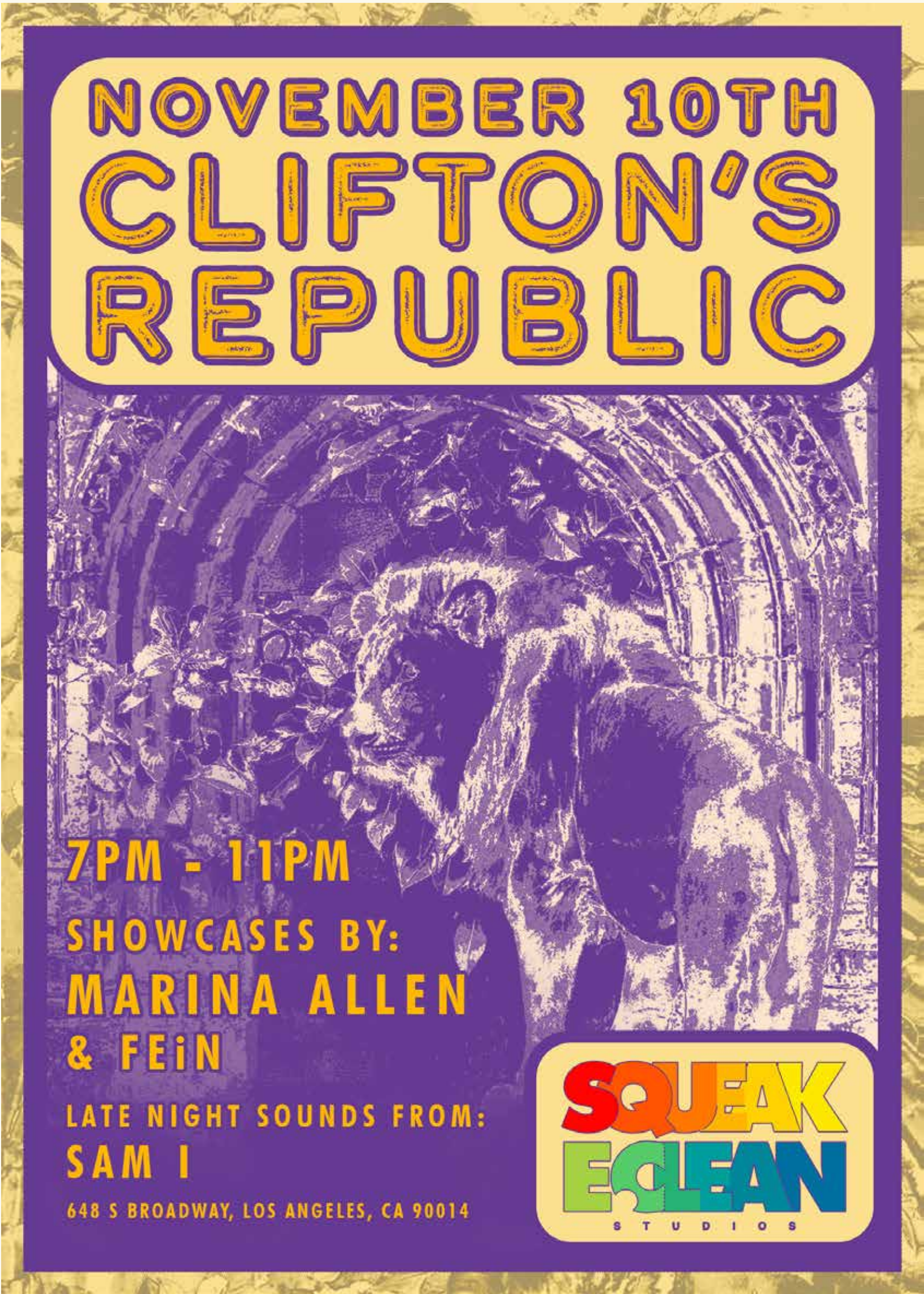
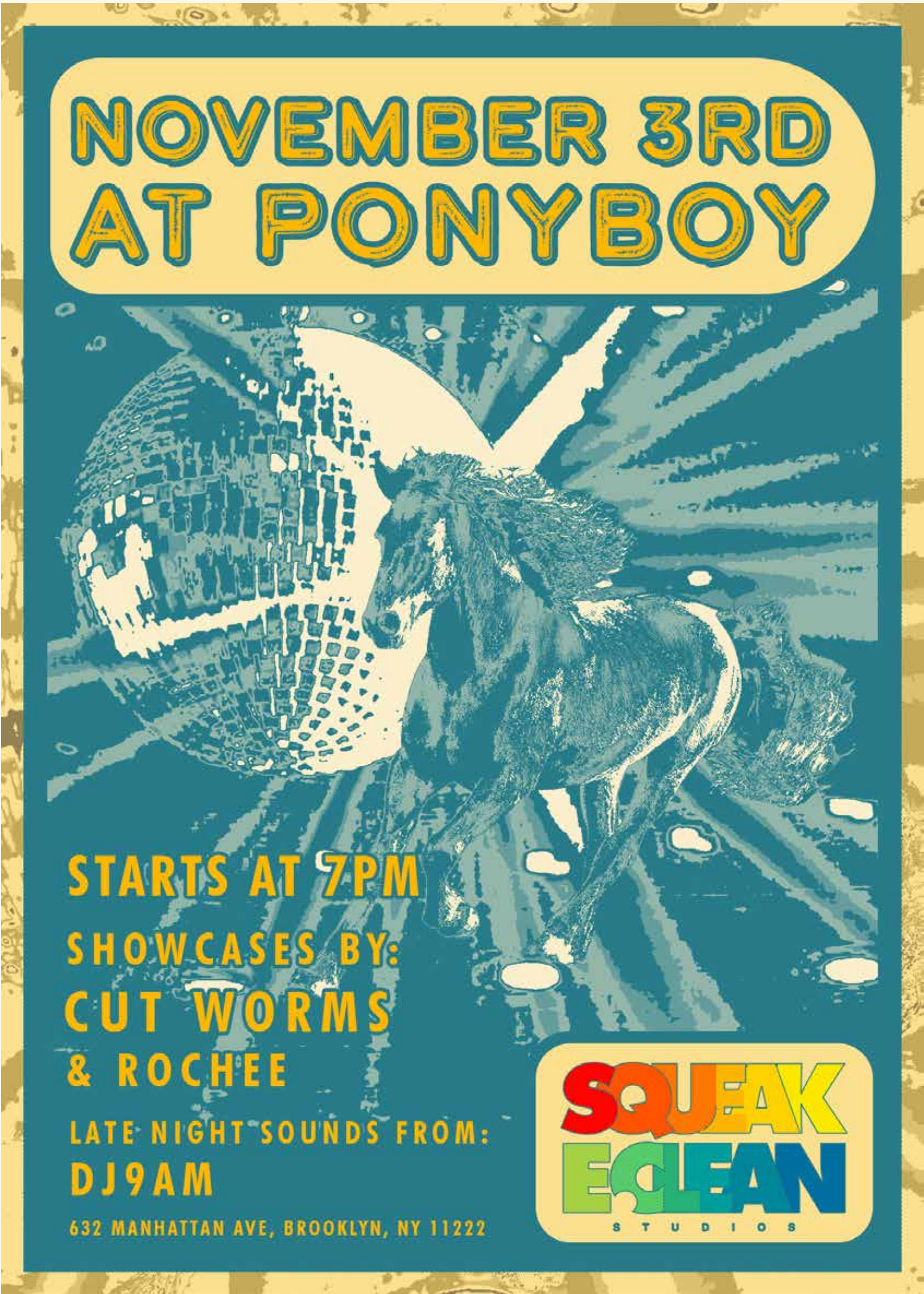
Designed assets for a Pilates workout event for PS Fit in partnership with Black Forest gummy bears.



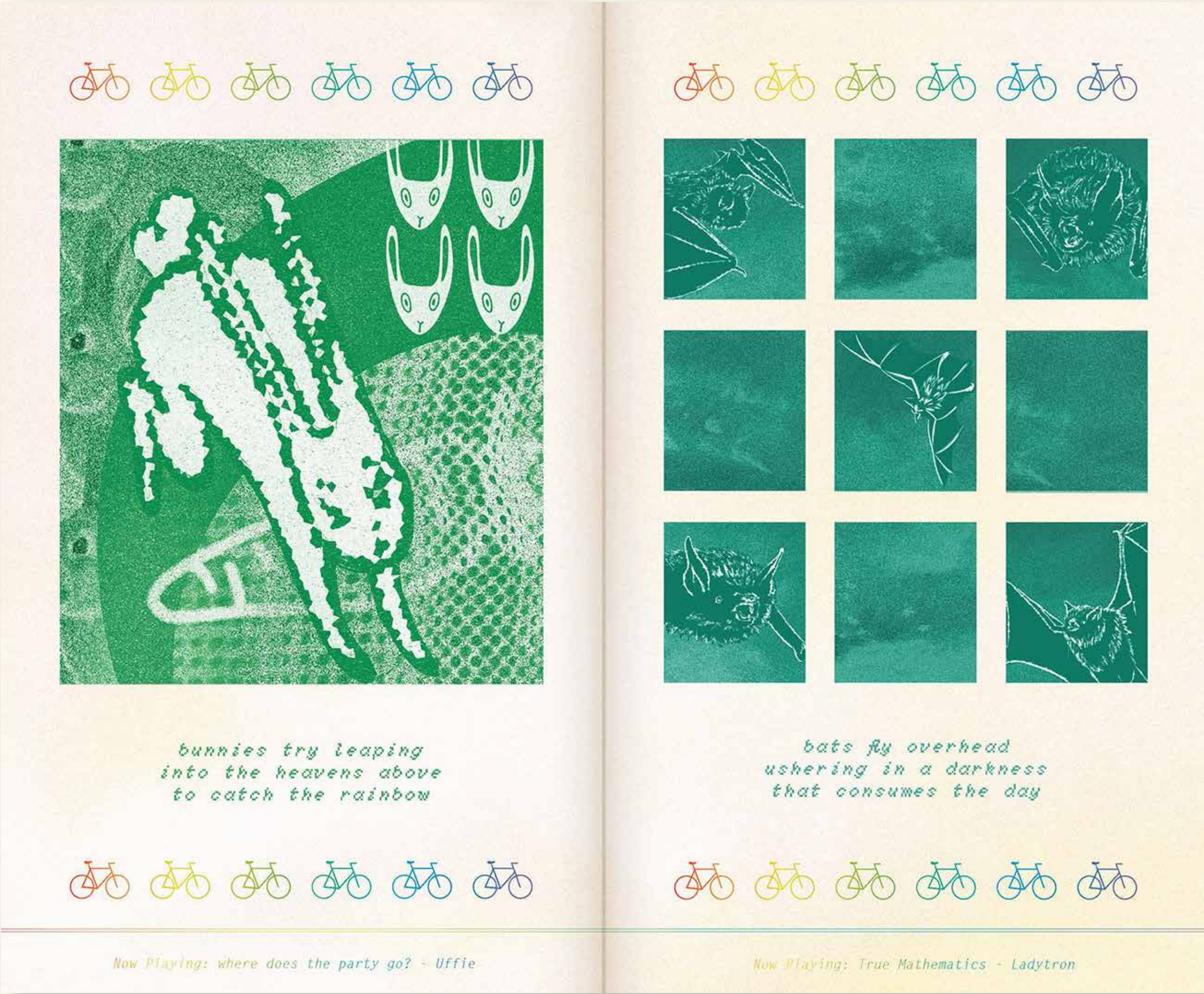
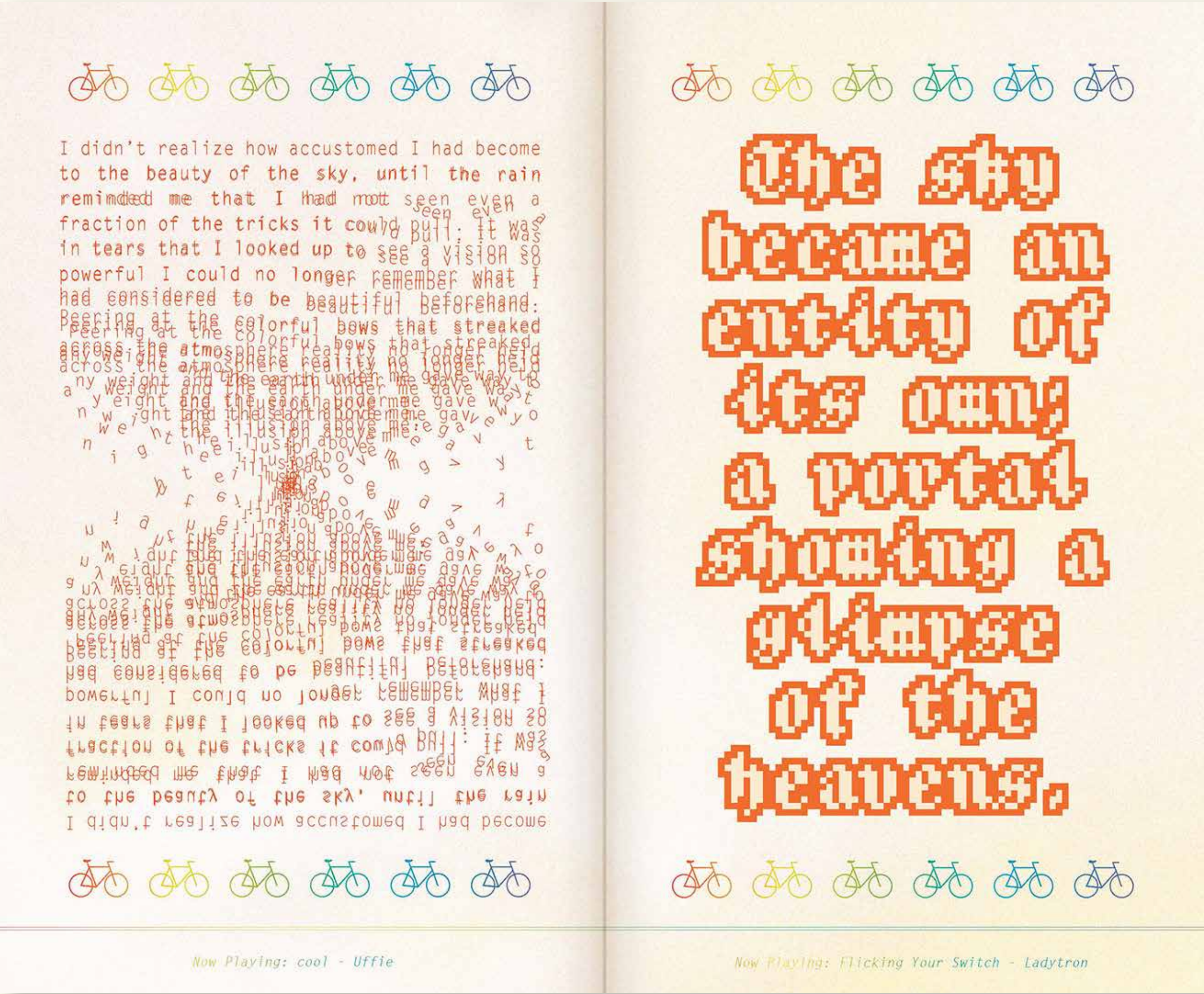














2022

Happy Birthday  
Creative Direction, Design

How do you celebrate a 21st birthday during COVID lockdown?? You don't! Instead you screenprint party hats and art direct a photoshoot/party for your friends.

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CRYPTIED

Searching for love in a land of monsters? CRYPTIED is the dating app that can connect you to other cryptid hunters, so you can find monsters and love!

26

ALLURE

\$39.99

A smell so alluring no cryptid can resist. With this cologne you will become the main attraction when hunting for monsters.

*Attract the Thing You Fear*

33



2023

Navigating Our Shared Reality  
Creative Direction, Design

2023 Undergraduate thesis project exploring the affects technology and platforms have effected how we express ourselves and form relationships.

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