



SHANNON COURTER

SENIOR ART DIRECTOR
LOS ANGELES, CA

Senior Art Director with 9+ years of experience creating premium key art and entertainment campaigns for major streaming platforms. Known for concept-driven design, strong typography, and collaborative leadership across creative, strategy, and production teams. Experienced in guiding projects from initial pitch through final execution for high-profile global releases.

Education

University of Michigan

Penny Stamps School of Art & Design
BA, 2016 Graphic Design
Minor, Film

Expertise

- Concept Development & Visual Direction
- Key Art & Poster Design
- Typography, Logo Design & Handwritten Fonts
- Digital & Hand-Drawn Illustration
- Watercolor Painting
- Social Media Design
- Photo Shoot Art Direction

Technical Skills & Ongoing Education

- **Adobe Creative Suite**
Expert: Photoshop, Illustrator, InDesign
Working Knowledge: After Effects, Premiere Pro
- **Google Suite**
Slides, Docs, Drive, Sheets
- **Creative Tools & AI**
Midjourney, ChatGPT, Generative Fill (Photoshop)
- **Canva**
Template Systems & Brand Enablement

Experience

The Refinery Creative

Senior Art Director | March 2019 – Feb 2025

- Led concept development and execution for key art, print, digital, and social campaigns across major entertainment properties.
- Partnered closely with creative directors, producers, and clients to shape visual direction from pitch through final delivery.
- Mentored junior designers through structured feedback and creative guidance, supporting team growth and consistency across projects.
- Delivered high-profile campaigns including Outlander Season 8 (Starz), You're Cordially Invited (Prime Video), and To All the Boys (Netflix).

MOCEAN

Art Director | Oct 2016 – March 2019

- Designed key art, OOH, and digital marketing assets for major studio releases and streaming platforms.
- Contributed to high-visibility entertainment campaigns, collaborating with cross-functional teams to meet tight deadlines.
- Notable campaigns include Life-Size 2 (Freeform), Saving Capitalism (Netflix), and Catastrophe (Amazon).

Independent Practice

Art Director, Designer & Artist | Shannon C Design

June 2016 to Present

- Providing full-service art direction and design for branding, key art, print, and digital projects across entertainment, education, and lifestyle clients such as OWN Marketing for Warner Brothers.
- Developing scalable, brand-aligned Canva template systems that empower internal teams to create consistent marketing assets for clients such as Loyola Marymount University and Lineage Performing Arts Center.
- Creating custom hand-drawn calligraphy and watercolor artwork for brand commissions, weddings, and events for clients such as Touchland and Santa Maria Novella.
- Teaching in-person watercolor and modern calligraphy workshops.
- Selling original artwork at curated art markets and craft fairs, overseeing production, pricing, and customer engagement at events such as Altadena Winterbloom.

