



Shatha Abdallahi

CONTACT

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817.575.9500

SKILLS

Illustrator

Photoshop

InDesign

After Effects

Premiere

Procreate

Figma

Blender

HOBBIES

Dungeon & Dragons

Crocheting

3D modeling

Gaming

WORK

TRACYLOCKE ADVERTISING AGENCY - ART DIRECTOR

September 2021 - July 2023, Assistant art director

July 2023 - Current, Art director

From store launches to social posts, working at an agency has provided great experience in high paced environments along with opportunities to lead projects. Working with different clients lead to developing new creative skills and strengthening communication with account, strategy and copy.

- Lead storyboarding for our FedEx Office brand campaign.
- Created the brand design for FedEx Office's faux ad campaign.
- Assisted in concepting a LEGO store opening in Chengdu, China.
- Developed monthly emails and evergreen instore signage for FedEx Office.
- Participated in running seamless shoots and being involved on set.
- Learned to 3D model for LEGO assets needed.

EDUCATION

UNIVERSITY OF TEXAS AT ARLINGTON

October 2016 - May 2020

Bachelor of Fine Arts in Visual Communications - Graduation Spring 2020

HANYANG UNIVERSITY - STUDY ABROAD

Summer 2019, South Korea

International Education Fee Scholarship

ADOBE MAX - WORK CONFERENCE

October 2023, Los Angeles

Attended adobe max for a work conference and had the opportunity to learn of the new AI capabilities.

HONORS & AWARDS

2024 Reggie awards Business-to-Business Marketing:

One Task at a Time - FedEx Office

Commerce & Shopper, Multi-Brand Shopper Solution:

Boar's Head - How 2 Charcuterie

TracyLocke

Best production - LEGO, Barcelona store launch

Best organic business growth - LEGO

AFFILIATIONS

AIGA (AMERICAN INSTITUTE OF GRAPHIC ARTS)

October 2018 - 2021, University of Texas at Arlington

Communications Director (Fall 2018) - Managed social media, events; became the design lead for all the events that year.

President (Spring 2019- Fall 2019) - Organized meetings & events. Divided roles and oversaw plans for the year.

Volunteer (2021) - Organized meetings with potential universities and handled student bodies involved in the DFW area