



# SABATANI SHETU

Designer + Illustrator + Photographer

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## THE WORK

### PARALLEL CANNABIS

**Sr. Art Director + Designer** (contract) | *September 2022–Present*

- developing visual systems for new sub-brands, print + digital assets
- brand photography (product + lifestyle)

### XDAGENCY

**Graphic Designer** | *April 2021–September 2022*

- lead experiential designer for all events/activations for Porsche Cars of North America, conceptualized consumer journeys and developed complex visual systems per event as extensions of the Porsche brand
- developed event branding for CrowdStrike, Lowe's and Adult Swim
- lead designer for internal agency rebrand
- On-site Porsche ATL experiences photographer

### CRAWFORD & COMPANY

**Graphic Designer** | *August 2020–April 2021*

- designed internal and external communications across 9,000 employees, content heavy collateral for various sub-brands, and developed visual identities for new acquisitions
- art directed brand experiences, trade show + conference design

### WICKED GINGER CREATIVE

**Freelance Social Content Creator** | *July 2020–Present*

- designing, animating and photographing social content for small businesses and agencies

### BLUE SKY AGENCY

**Art Director/ Designer** (contract) | *July 2019–Feb 2020*

- print + digital ads for Chick-Fil-A Peach Bowl, GA Tourism, Goodwill Inc. and Northside Hospital
- social media content for Tropical Smoothie Cafe

### PEACHTREE PLAYTHINGS

**Junior Designer** | *June 2017–September 2018*

- designed toys, crafts and stationery product and packaging complex mechanical files utilizing Disney, Marvel and Nickelodeon assets distributed to Walmart, Target and Dollar Tree

### SABATANI PHOTO

**Founder, Wedding Photographer** | *January 2017–Present*

### THE CREATIVE CIRCUS

**Art Direction + Graphic Design** | *June 2020*

### UNIVERSITY OF GEORGIA

**ABJ in Public Relations with a New Media Certificate** | *May 2017*

## THE EDUCATION

## THE SKILLS

Adobe Creative Cloud Suite  
Video (Shooting, editing, After Effects & Premiere Pro)  
Photography  
Illustration  
Making People Laugh to Validate Myself