

SHANE MATULA

ART DIRECTOR

PHILOSOPHY

Advertising is the ultimate form of storytelling. An ad can make people think, or laugh, or cry. But what I find most rewarding about making ads is when they make people care. My passion is always to be better, which has led me from being a designer, into rebooting my career as an art director at Job Propulsion Lab.

CONTACT INFO

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www.shanematula.com

SKILLS

Adobe Creative Cloud:
Photoshop, Illustrator, InDesign,
Premiere Pro, After Effects

Microsoft Office:
Word, Power Point

Other: Creative Concepting &
Problem Solving | Integrated
Campaigns | Detail Oriented |
Detail Oriented | User Experience |
Experiential | Brand Identity | Out
of Home | Print | Social Media |
Digital | Surfing | Cattle wrangling

AWARDS

Austin Addys 2022:
Best in Show: Advertising

Young Ones 2019:
ADC: Merit

Communication Arts 2017:
Design Annual: Shortlist

thedieline.com:
Featured on 4/13/17

National Addys 2017:
1 Silver

District 10 Addys 2017
Judges Choice, 1 Gold

Austin Addys: 2017
Best in Show: Design

WORK EXPERIENCE

Leo Burnett: Detroit, MI (Remote)

Jr. Art Director: Oct 2022-Present
Currently working on all things related to Cadillac.

Career Break: June 2021-December 2021

Took a break from the advertising & design industry to help take care of a family member recover from major surgery, as well as assist in cattle operations on my family's farm.

Freelance: January 2012-Present

Collaborated with small businesses on a per-project basis to strengthen their presence and solve problems through identity, branding, and print production both as a designer and art director. Clients included: Apartment Finder Magazine, Texas Association of Collegiate Veteran Program Officials, and Ammerman Woodworks.

Internships

RPA: Santa Monica, CA (Remote)

Art Direction Intern: October-December 2020
Developed social media content for Honda, and RPA itself. Provided brand standard updates to ARCO.

Camp ADventure: Richmond, VA (Remote)

Art Direction Intern: June-July 2020
Participated in and attended hands-on experience workshops and an advertising campaign pitch competition. Hosted by the VCU Robertson School and Ad Club, as a response to the COVID-19 pandemic.

White Hat Agency: Austin, TX

Creative Intern: September-December 2016
Assisted with concepting and production ranging from e-blasts to trade show booths for clients. Helped team members meet deadlines. Clients included: Texas Hill Country Film Festival, Silencer Shop, and Scott Felder Homes.

EDUCATION

Job Propulsion Lab

Art direction and design portfolio program.

Bachelor of Fine Arts: Communication Design

Texas State University, San Marcos, TX

INDUSTRY INVOLVEMENT

Austin Ad Fed

Communications Committee, Design Chair:
Responsible for designing email graphics, and promotional materials for AdFed events such as 2019 Big Wigs.

Production Designer:

Responsible for design regarding promotional and collateral materials for the 2018 Austin Addy Awards.