

SHANNON “DOAH” WASHINGTON

Creative Director | Brand, Experiential & Video

Greater Upper Marlboro, Maryland | shannondoah.com

PROFESSIONAL SUMMARY

Creative Director with 19+ years building visual systems that hold up anywhere a brand lives, from a single product label to full-scale trade show environments. My clients have ranged from a national trade association and a premium soap brand to a symphony orchestra, universities, hospitals, and a Spanish-language network. My psychology background means I start with people: what they need, what moves them, what makes them stop and look. I also shape physical spaces, leading creative direction on installation and environmental design from concept through build, so a brand can be walked into, not just looked at. As a producer, I pull teams together, build workflows that hold, and adapt when plans change. I do my best work alongside others, and I treat consistency as the foundation that makes room for real ideas.

AREAS OF EXPERTISE

- **Creative Direction & Brand Governance:** Final creative approval across multiple brand portfolios; brand kits, locked templates, and style guides that keep internal and vendor work consistent
- **Human-Centered Design & Storytelling:** Psychology-informed approach to audience, messaging, and visual hierarchy; narrative-driven campaigns, video, and brand stories built to resonate, not just inform
- **Art Direction:** Campaign, digital, social, print, packaging, retail display, signage, and product design, with concept development and quality control from concept to final file
- **Experiential & Environmental Design:** Trade show environments, wayfinding, and branded spaces, from single assets to large-scale builds, designed within defined timelines and budgets
- **Production & Workflow:** Assembling teams, schedules, and workflows from concept through delivery across film, video, print, and live events; adapting quickly on set, on site, and on deadline
- **Team & Vendor Leadership:** Direct management of design staff, creative direction for supporting roles, and coordination of production crews and outside vendors
- **UX/UI & Web Design:** Full-site visual and UI design including information structure, style tiles, typography, and component systems, built to accessibility standards
- **AI-Assisted Design:** Adobe Firefly and other generative tools for faster concept development, with documented guidelines that keep AI-generated work on brand

TECHNICAL SKILLS

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, XD), **Figma**, **Final Cut Pro X**, **DaVinci Resolve**, **Canva** (Brand Kits and templates)

PROFESSIONAL EXPERIENCE

Director of Design & Multimedia

September 2012 to June 2026

American Coatings Association

- Final creative approval across a six-entity brand portfolio (ACA, World Coatings Council, PaintPAC, American Coatings Show, CoatingsTech Conference, Explore Coatings), reviewing every internal and vendor-produced asset before release.
- Led the full rebrand of the American Coatings Show (2020 to 2026), the flagship biennial trade event, extending the new identity into fresh applications while protecting what already worked.
- Directed a 25+ member production crew and managed construction contractors and creative vendors to deliver large-scale branded environments on schedule and within budget, solving problems on site as builds came together.
- Developed brand systems and designed environmental graphics, wayfinding, and booth exhibits for the American Coatings Show, CoatingsTech Conference, and European Coatings Show.

- Managed design staff and directed web and social roles, working alongside them throughout rather than approving at the end.
- Owned social and video creative end to end: writing, filming, editing, and directing. Built a reusable After Effects motion library that standardized the brand's motion language.
- Led the visual and UI design of paint.org from discovery through content integration, delivering style tiles, color and type systems, and web style guides, to ADA Title II, Section 508, and WCAG 2.1 AA standards.
- Built a company-wide Canva system of Brand Kits and locked templates so non-designers could move fast without the brand slipping.
- Produced the 2026 Faces of the Industry campaign alongside an external video team, acting as internal lead and on-set liaison. Sharpened messaging in pre-production, translated business goals into the creative direction, arranged internal access for the crew, and supplied style guides, logo rules, and past assets so the team never had to guess at the brand.

Freelance Creative Producer

May 2007 to Present

Shannondoah Media Productions

- Independent creative studio serving clients across media, higher education, healthcare, the arts, nonprofits, and consumer products with short films, promotional video, brand systems, graphic design, and visual direction.
- Develop full brand systems for launches and rebrands, including identity, layout, web, social, video, and merchandise, working within each client's brand and compliance requirements.
- Design end-to-end product packaging systems for premium consumer brands (Cocoxo premium soap and body care), spanning product, delivery, and retail packaging, then carry that visual language into UX/UI and website design so the brand stays intact from product in hand to digital screen.
- Direct photo and video production end to end: concept, storyboarding, cast and crew hiring, shoot direction, editing, and delivery for campaign work and social content.
- Scope each engagement to fit the client, from focused campaign assets for small nonprofits to full brand launches for consumer brands, setting clear deliverables and timelines at the start.
- **Selected clients:** Telemundo, InvestorPlace Media, University of Alabama at Birmingham, Southern Methodist University, Florida A&M University, American College of Cardiology, Virginia Hospital Center, Alexandria Symphony Orchestra, Cocoxo, PISM + PRIM Workforce Consulting

Associate Producer

June 2024 to August 2025

Kuyamba Media | Reunion Choir (documentary)

- Field produced on location, traveling ahead of the crew to scout filming environments and pre-interview subjects.
- Sourced rare B-roll and photos through weeks of archival research at the National Archives, Library of Congress, local historical societies, and subjects' personal home-video collections.
- Built and maintained the production's master story tracker, logging subjects, interview timestamps, fact-check sources, and asset locations.
- Wrote stringouts and paper edits that combined interview transcripts into a written story map before picture editing began.
- Handled rights clearance, including Fair Use review and licensing negotiations for third-party music, news footage, and photography.

Graphic Designer / Production Assistant

November 2006 to July 2009

University of Alabama at Birmingham

- Produced design and marketing collateral for university departments and supported the creative team's production workflow across marketing and video projects.

EDUCATION

Bachelor of Arts in Psychology, Media Communications Emphasis,

University of New Hampshire, Durham, NH, May 2005

AWARDS

- **Best Film, Regional Award,** Alexandria Film Festival, "Beat the Machine" (Writer / Executive Producer / Director)
- **Audience Choice Award and Best Poster Award,** 48 Hour Film Project, "VeraCity" (Writer / Producer / Graphic Artist)