

WIL SHIPPY

SENIOR GRAPHIC DESIGNER
VISUAL STORYTELLING // MOTION DESIGN

“ As someone who’s always been passionate about growing the game of hockey, the opportunity to do so with the PWHL and the insanely fast-growing women’s game would be a huge honor. ”

- WIL SHIPPY

714.851.0584
CONTACT@WILSHIPPY.COM
WEB PORTFOLIO: **WILSHIPPY.COM**



WIL SHIPPY

SENIOR GRAPHIC DESIGNER
// VISUAL STORYTELLING
// MOTION DESIGN

I specialize in building engaging, multi-platform campaigns that either integrate or evolve existing brand identity or build brands from the ground up, offering easy-to-understand, scalable solutions across digital, social, broadcast, and live environments.

I don't just create visuals—I craft stories that connect. Whether through design, filmmaking, or AI-augmented motion graphics, I shape experiences that resonate.

I use attention-grabbing techniques—like scroll-stoppers, speed ramping, and advanced motion design—to amplify impact, creating content that stands out and drives engagement across platforms.

As someone who's always been passionate about growing the game of hockey, the opportunity to do so with the PWHL and the insanely fast-growing women's game would be a huge honor.

CONTACT

Phone 714.851.8584
Email contact@wilshippy.com
Web wilshippy.com
Address 602 Center Street
Costa Mesa, CA 92627

 imdb.me/wilshippy

 [@wilshippy](https://www.instagram.com/wilshippy)

 [linkedin.com/in/wil-shippy](https://www.linkedin.com/in/wil-shippy)

Relevant Professional EXPERIENCE

2019 - 2026

NEON NEGATIVE

Owner | Creative Director | Filmmaker | Director

Lead creative across video, branding, and campaign development for all client work.

● OLD WORLD BEER GARDEN RESTAURANT BAR & GRILL

Led event-based campaign systems for live music and venue programming, creating cohesive identities for weekly and seasonal events. Developed cross-platform assets across social, digital signage, and print—delivering rapid-turnaround updates while maintaining brand consistency in real time.

● LIGHTCELL AI FILMMAKING ACADEMY

Developed brand design and visual identity across digital, web, and print. Produced high-volume, fast-turn campaign assets for courses, promotions, and live intensives, ensuring consistency across platforms.

● MEAN CAT ENTERTAINMENT

Designed brand identity development across web, marketing, and print. Developed brand systems for parent company and sub-brands (TechArts, BBG, Adventures for Kids), establishing guidelines to ensure consistency across all platforms.

● WICKED CHAMBER

Led website redesign and developed event-driven marketing content with motion graphics, supporting ongoing social and promotional campaigns. Delivered platform-optimized visuals aligned with existing brand direction, ensuring consistency across digital touchpoints.

● BAJA FISH TACOS

Developed full brand identity development, including logo, website, and in-store design. Applied visual systems across digital, print, and physical spaces, ensuring consistency.

2017 - 2019

ANTIDOTE THEORY

Co-Owner | Creative Producer | Filmmaker/Director

Led all branding, design, and video production, including TV commercials and campaign work.

● RENO ICE RAIDERS (SENIOR A HOCKEY TEAM)

Led full-season brand identity and campaign system development, defining visual direction across all marketing and promotional assets. Designed ticketing, promotional, and digital materials supporting fan engagement and game-day storytelling. Built cohesive visual systems across web, email, and social, ensuring consistency and scalability throughout the season.

● ALLISON GILL COMEDY SPECIAL

Directed comedy special and led creative across release assets and marketing, including DVD/CD design and Amazon distribution, shaping overall presentation and tone.

● IBLADES

Directed and produced commercial and led creative across marketing materials and motion graphics, aligning visual execution with product positioning and campaign strategy.

2008 - 2017

INK REFUGE

Web & Graphic Designer | SEO & Marketing Lead | Filmmaker | Director

Responsible for Web & Graphic Design, Television & Video Direction and SEO management.

● SAN MANUEL CASINO

Developed multi-channel marketing strategy and execution across social, web, and large-format campaigns, including billboards and venue-specific content (e.g., Honda Center), optimizing event promotion and audience reach.

● STATION CASINOS LAS VEGAS

Led monthly marketing and SEO strategy and execution, producing social content, event promotions, and homepage campaigns while optimizing search visibility across targeted terms.

● HOTEL MENAGE

Directed marketing and SEO across hotel and multiple restaurant brands (including Kaya Bistro, Big Fish, and Rooftop), executing social content, targeted campaigns, and search strategies to increase visibility and engagement.

● MIKE SALISBURY (LEGENDARY BRAND DESIGNER)

Worked closely on presenting iconic brand work (Jurassic Park, E.T., Michael Jackson, Rolling Stone) across web and print, including email campaigns and archival curation.



WIL SHIPPY

SENIOR GRAPHIC DESIGNER
// VISUAL STORYTELLING
// MOTION DESIGN

I specialize in building engaging, multi-platform campaigns that either integrate or evolve existing brand identity or build brands from the ground up, offering easy-to-understand, scalable solutions across digital, social, broadcast, and live environments.

I don't just create visuals—I craft stories that connect. Whether through design, filmmaking, or AI-augmented motion graphics, I shape experiences that resonate.

I use attention-grabbing techniques—like scroll-stoppers, speed ramping, and advanced motion design—to amplify impact, creating content that stands out and drives engagement across platforms.

As someone who's always been passionate about growing the game of hockey, the opportunity to do so with the PWHL and the insanely fast-growing women's game would be a huge honor.

CONTACT

Phone 714.851.8584
Email contact@wilshippy.com
Web wilshippy.com
Address 602 Center Street
Costa Mesa, CA 92627

 imdb.me/wilshippy

 [@wilshippy](https://www.instagram.com/wilshippy)

 [linkedin.com/in/wil-shippy](https://www.linkedin.com/in/wil-shippy)

Relevant Professional EXPERIENCE

TECHNICAL SKILLS // SOFTWARE

 **PHOTOSHOP**
(Graphics, Campaign Design)

 **PREMIERE PRO**
(Video Editing & Social Content)

 **AFTER EFFECTS**
(Motion Graphics & Animation)

 **ILLUSTRATOR**
(Branding & Vector Design)

 **INDESIGN**
(Layout & Print Design)

 **DAVINCI RESOLVE**
(Color Grading & Finishing)

 **FIGMA**
(Design Systems & Collaboration)

 **ADOBE FIREFLY**
(AI-Assisted Visual Generation)

 **ENVATO / ARTLIST.IO**
(Production Assets & Media)

 **MICROSOFT 365**
(Collaboration & Communication)

PERFORMANCE RESULTS // CAMPAIGN IMPACT

Driving measurable growth across digital and campaign platforms

HOTEL MÉNAGE

4x traffic growth (2.2K → 10K+) through integrated SEO, social, email, and event campaigns.

SAN MANUEL

5x increase in campaign and event traffic across large-scale promotions.

STATION CASINOS

3–4x traffic growth through SEO-led, multi-channel campaign strategy.

OC DENTAL (3 locations)

2x growth per site (800 → 2.5K/month) through local SEO and targeted campaigns.

FOUNTAIN VALLEY BODYWORKS

3.5x growth (1.5K → 5.5K/month) through SEO optimization.

LEE ROCKER

2x increase in traffic and fan engagement through detailed analytics-driven campaigns.

CHRONIC TACOS

2x traffic growth through integrated digital, web, and print campaigns.

AWARDS, RECOGNITION & CREATIVE IMPACT

Selected recognition across film, design, and campaign work

SPARE CHANGE (2017): CREATIVE PRODUCER & DESIGNER

Audience Choice Award (DTLA Film Festival); featured at the Downtown LA Museum of Social Justice; recognized by the Mayor of Los Angeles. Led visual direction, campaign assets, and narrative presentation.

LOVE AND PAINT (2014): BEST POSTER ARTWORK

Designed key art and promotional visuals; film later distributed on HBO Max.

INVASION! (INDEPENDENT THEATER PRODUCTION)

Directed and produced a narrative short integrating cinematic storytelling into a live stage production, earning recognition for seamless visual and narrative integration.

CREATIVE ACCELERATOR OF NONPROFITS

Led creative design and visual direction for fundraising campaigns, recognized for authenticity and emotional resonance, contributing to over \$300,000 in donations. Supported socially driven short films including Spare Change, Haiti, and Black Snake and Sacred Waters, focused on real-world perspectives such as homelessness and global hardship.

OC MAGAZINE: BEST GRAPHIC DESIGN TEAM (2012, 2014)

Team recognized for high-volume, brand-driven creative output across print, digital, and promotional campaigns.