



CONTACT

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Westfield, MA

EDUCATION

BFA Illustration, 2012
University of Hartford
Hartford Art School
Summa Cum Laude

SKILLS

Digital: painting, drawing, illustration, graphic design, Adobe CC specializing in Illustrator and Photoshop, social media management, Wordpress, Microsoft Office 365

Physical: watercolor, acrylic, gouache, textiles, fibers, ink, pencil, leather

Human: public speaking, workshop instruction, content development, art direction, former board member of Artworks Westfield non-profit.



Shauna Allen

ILLUSTRATOR | DESIGNER | SEAMSTRESS | CREATIVE TEAM LEAD

EXPERIENCE

Custom Learning Designs Inc., Belmont, MA/Remote

Senior Medical Illustrator: 2024 - Present

- Expanded the role of Medical Illustrator (below) to include creative team leadership, mentoring junior artists, onboarding new hires, promoting creative consistency, and elevating design
- Designed process improvements to accommodate complex client needs such as translation support
- Directed workflow by triaging assignments, establishing timelines, delegating, and communicating proactively between departments
- Evaluated and recommended company-wide upgrades to visual standards, brand identity, and hardware to improve creative output

Medical Illustrator: 2013 - 2024

- Created high-impact medical graphics for major pharmaceutical clients in the development and launch of ground-breaking treatments, including COVID-19 vaccines and cancer therapies.
- Produced clear visual assets under tight deadlines, including informational graphics, surgical diagrams, anatomical drawings, and molecular pathways
- Collaborated with medical writers, project managers, and publishers to implement client visions while ensuring adherence to brand standards and medical accuracy
- Translated complex medical and scientific concepts into clear, visually engaging communications, integrating illustration, design, layout, and storytelling
- Managed multiple concurrent projects in a fast-paced environment

University of Hartford MFA in Illustration Program

Head of Social Media, Advertising, & Promotion: 2012 - 2016

- Conceptualized and executed social media posts pertaining to program offerings
- Worked closely with program directors to develop and distribute advertising materials
- Engaged with potential students and directed them to admissions assistants
- Contributed to the development of a program blog, sourcing content and coordinating guest-authors.

Assistant Program Administrator: Summer 2012

- Assisted in day-to-day program operations for intensive summer residency program

Freelance

Artist, Illustrator, Designer, Seamstress, Instructor, Build-lead: 2003 - Present

- Multi-disciplinary freelance creative practice awarding select commissions per year for individual use, theatre, real-estate, and international corporations
- Partnered with notable clients including Boston Capital, TOMS Shoes, and CONNEctic Dance Company, delivering illustration, fashion, event, and costume design solutions tailored to diverse projects
- Partnered with regional schools, libraries, and community studio ArtWorks in 2 Shades to teach workshops, guest-lecture, and mentor students
- Managed all aspects of an independent creative business, including branding, marketing, web design, client relations, scheduling, and the production, presentation, and sale of original work