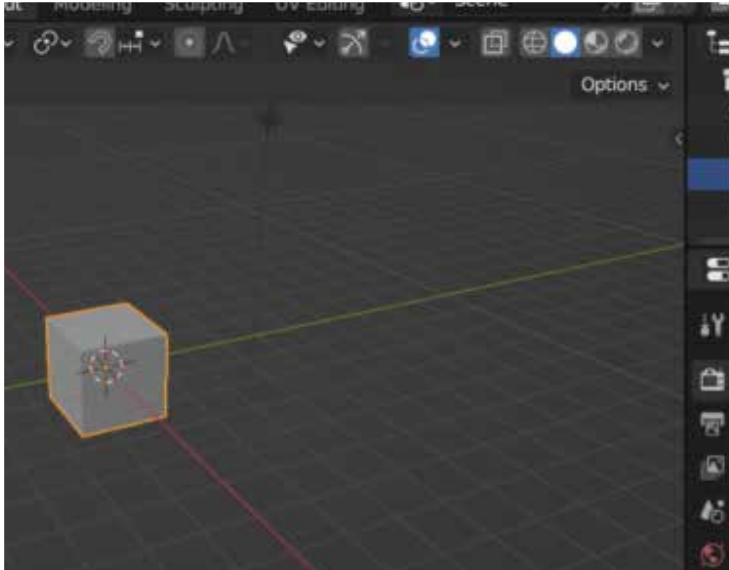


M. Shawn Latham, MFA | Professional Portfolio

Brand Strategist | Creative Director | Multimedia Storyteller

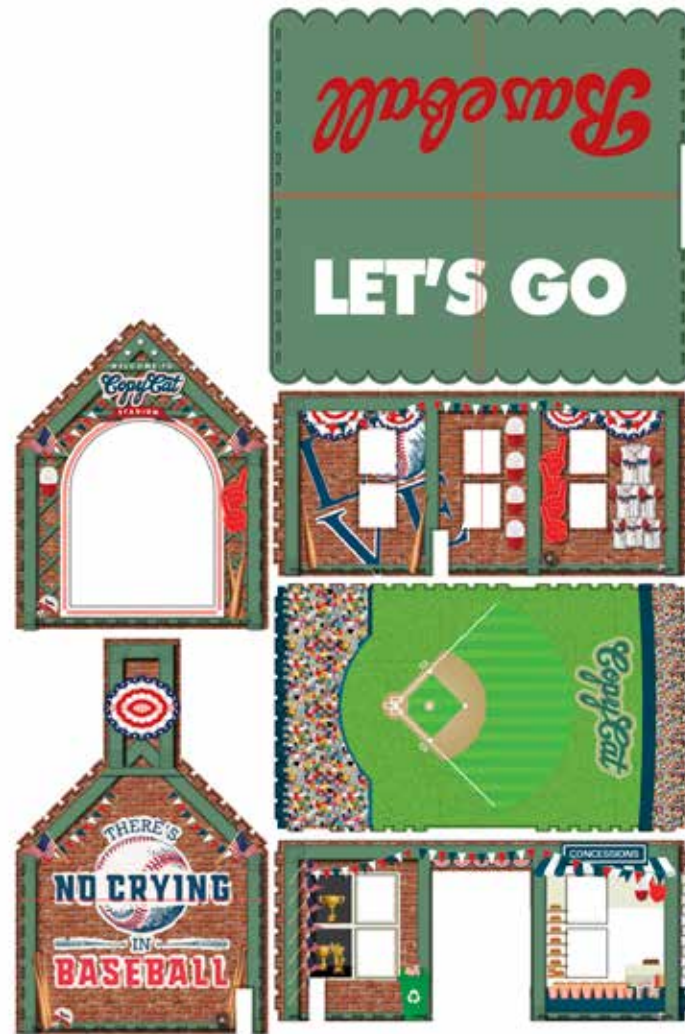
903.908.2590 | mshawnlatham@gmail.com

There's No Crying in Baseball!



Calculated Construction: From Flat Dielines to 3D Physics

Every project really starts with the math, so I kicked this one off in Illustrator to build the custom dielines. I had to be super precise with the measurements for the corrugated cardboard to make sure the whole thing actually stayed standing and wasn't a nightmare for someone to put together.



ALDI Cathouse Seasonal Design



Final Steps: **Rendering & Scene Composition**

Once those flat files were locked in, I moved everything into Blender to test the actual physics of the folds and the thickness of the material. This part was all about setting up the right lighting and textures to make the cardboard look authentic before rendering out the high-res shots. I finished everything off in Photoshop, where I composited the cat into the scene and did a final color pass.



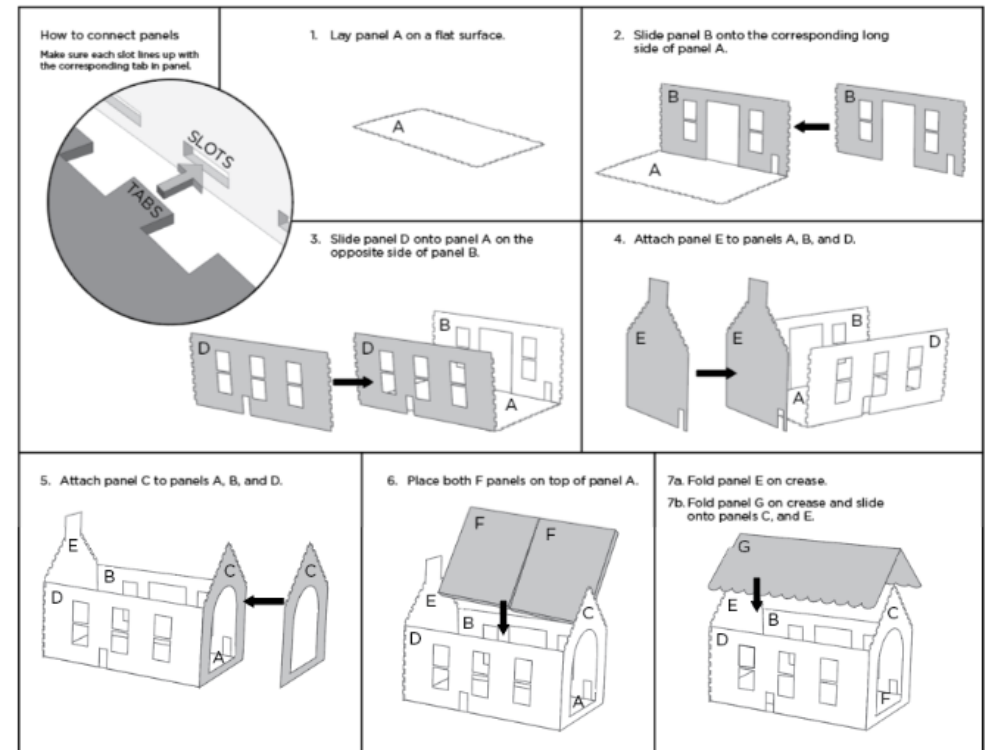
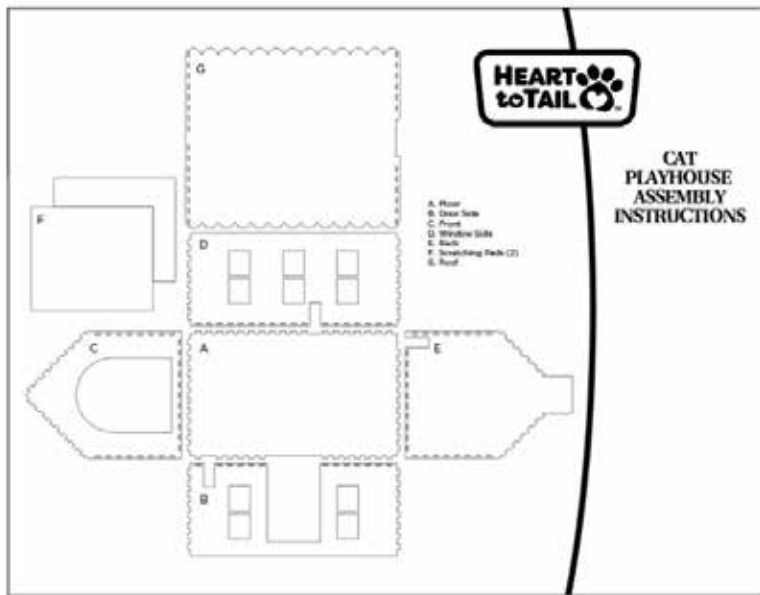
Commercial Packaging & User Experience

From Shelf to Home: The User Experience

Since these are seasonal items, the packaging has to be its own billboard on the ALDI shelf. I designed the box graphics to be high-impact to grab the attention of the “Aldi Aisle of Shame” community that hunts for these releases. The box has to communicate the fun of the product while being compact enough for a standard retail footprint, essentially acting as its own point-of-purchase display.



“My cat didn't even wait for me to finish the roof before she jumped in to claim her stadium!”



From Shelf to Home: The User Experience

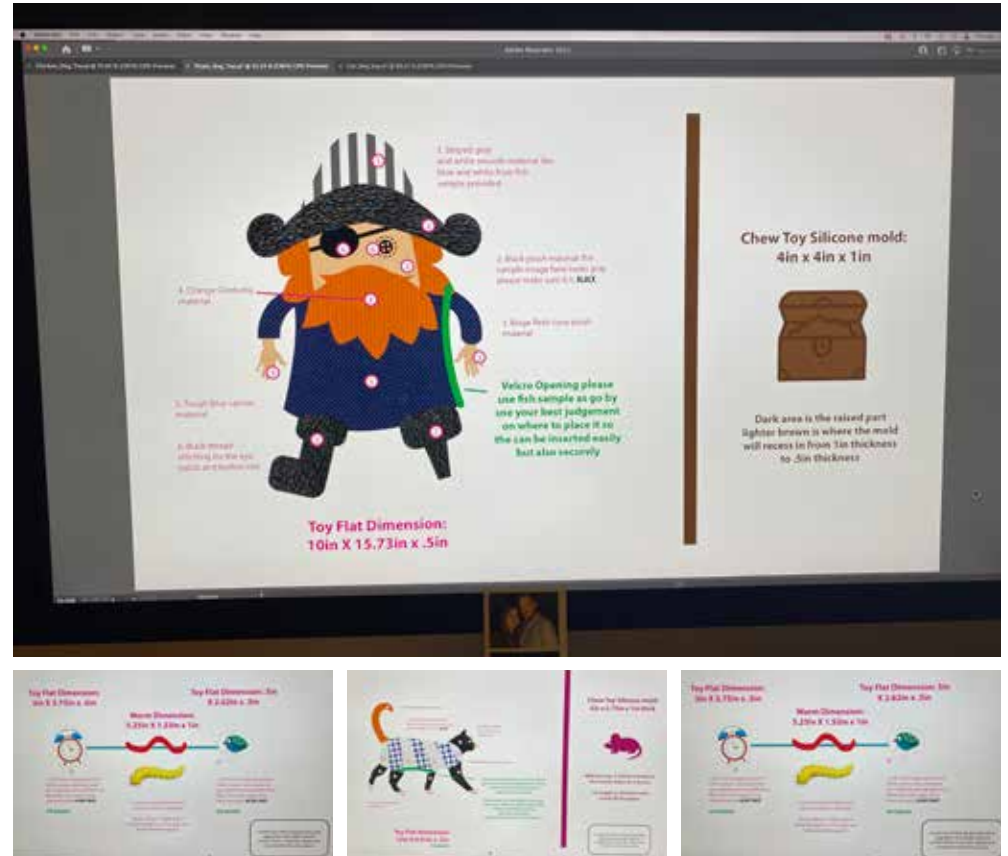
Since these are seasonal items, the packaging has to be its own billboard on the ALDI shelf. I designed the box graphics to be high-impact to grab the attention of the “Aldi Aisle of Shame” community that hunts for these releases. The back of the packaging and the instruction sheets are where the technical design meets the user. I had to ensure the assembly was completely foolproof so the stadium could go from a flat box to a finished house in seconds without tools. It’s that balance of structural engineering and retail branding that creates the viral engagement these houses are known for—one customer even noted their cat couldn’t wait for the roof to be finished before jumping in to claim the stadium!



Concept Expansion & Multi-Pipeline Workflow

The Technical Safety Net: Virtual Prototyping

When you are developing a product line, the real challenge is creating a versatile base that can handle many different visual stories without changing how it's actually made. I took the core structural dieline and tested several different themes, like the Pirate and Skier concepts, to see how they felt in a 3D space. Using this multi-pipeline workflow lets me swap textures and assets quickly to ensure every version feels just as intentional as the first. This process shows how a single, solid design foundation can grow into a full collection through careful asset management and consistent testing.



Integrated Marketing

Campaign Strategy: Localized Enrollment & Outreach

I put this freelance campaign together for Morriss Elementary to help boost enrollment with a fun, space-themed identity. The project was all about creating a full suite of assets—from billboards to fliers—that felt like one big, high-energy event for the school. On the digital side, I adapted those same “Space Race” visuals for social media and web ads, making sure the important enrollment dates were always easy to spot. This helped create a 360-degree loop that met parents where they already spend their time and guided them directly to the application portal.

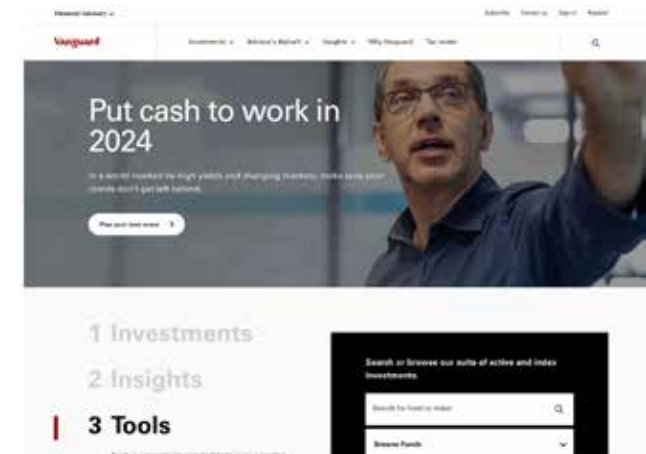
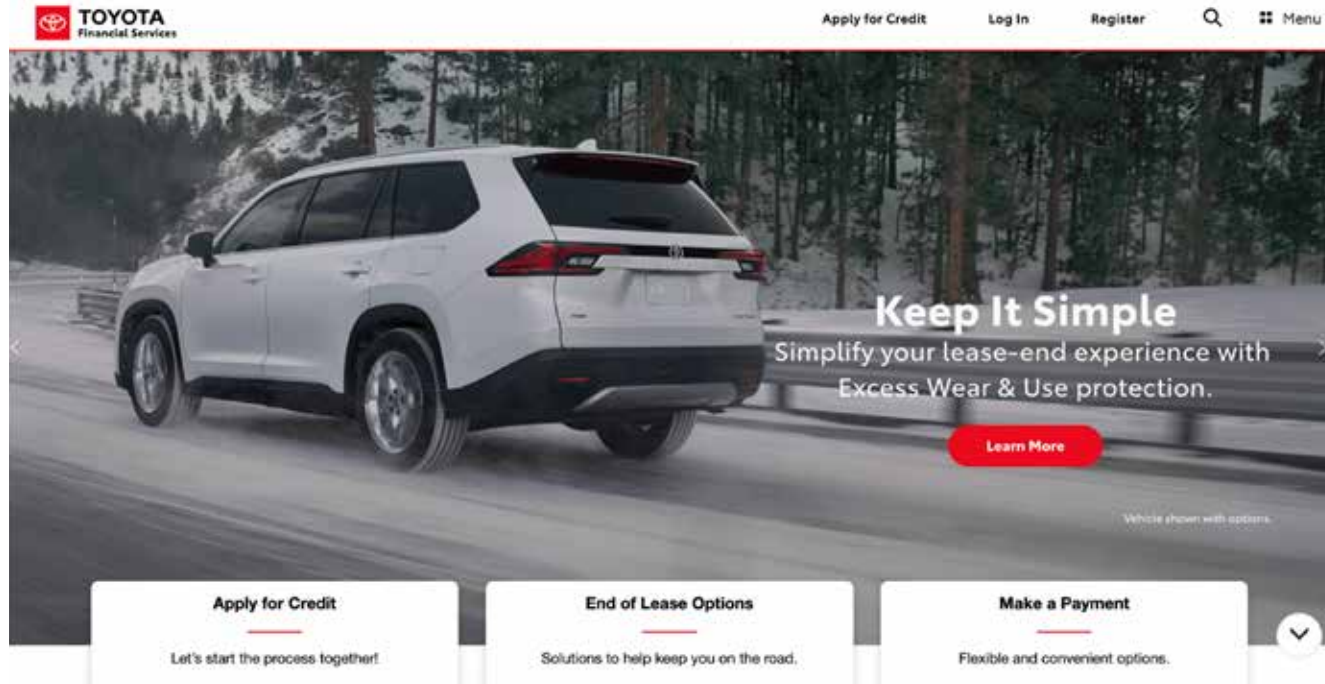


Digital Integration: Targeted Social Outreach

For the digital side of the Morriss campaign, I adapted the “Space Race” assets for high-engagement social media placements and targeted web ads. I focused on creating thumb-stopping visuals that kept the enrollment dates front and center while maintaining the high-energy aesthetic of the print materials. This digital layer ensured the school was reaching parents exactly where they spend their time, creating a 360-degree marketing loop that drove traffic directly to the online application portal.

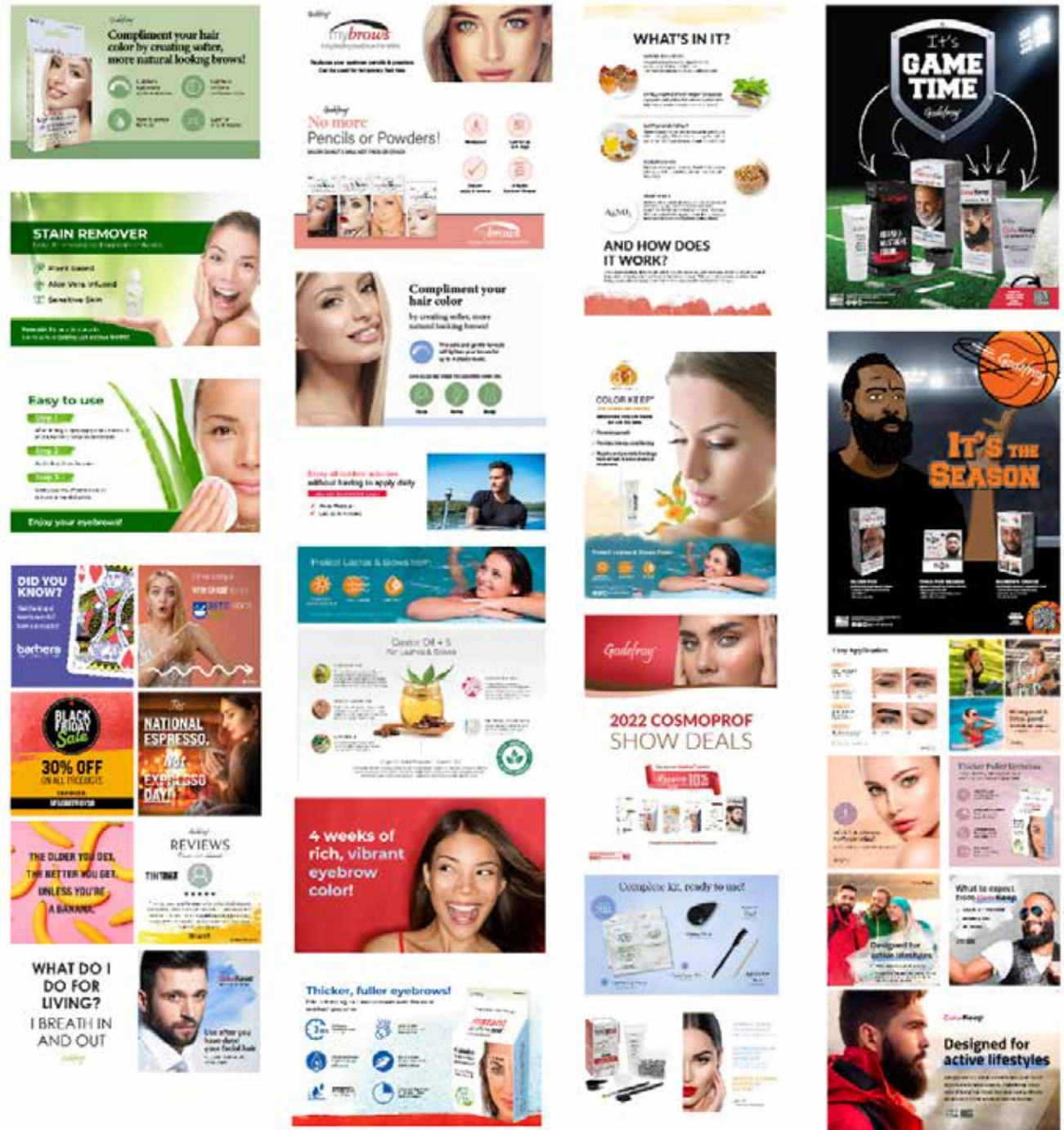


Digital Strategy & Social Integration



Production Agility: High-Velocity Multi-Platform Execution

I design digital spaces with the same structural logic I use for 50-page print builds. Whether it is a high-converting e-commerce site or a complex corporate portal, the goal is to create an intuitive path for the user while maintaining the brand's core identity. I teach my students that a website isn't just a collection of pages; it is a functional ecosystem where typography, hierarchy, and navigation must work in perfect harmony. I engineer digital experiences that are navigable, high-end, and technically sound enough to hold up under professional scrutiny.



Typographic Voice & Structural Hierarchy

The Mechanics of Style: Balance and Persona

This section is all about how typography helps organize a lot of information while giving a brand its own personality. For the Heritage Foundation project, I used geometric angles and high-contrast color blocking to help turn a dense schedule into something that feels fast-paced and intuitive. Text should be an active part of the design's movement and energy rather than just words sitting on a page.





The Boutique Sophisticate

I went with a high-contrast serif for the sock line to move away from the typical “cutesy” baby look. It creates a polished, high-end feel that makes the product feel like a premium, timeless gift.



The Personal Touch

This organic, hand-lettered script adds a warm, human element. It feels personal and connected, mimicking the cozy, “handmade” vibe you want for products that feel like a warm hug for a newborn.



The Approachable Modernist

For the core line, I used a rounded sans-serif. The lack of sharp edges makes the brand feel soft, safe, and trustworthy for parents looking for something friendly and accessible.

The Babewise Evolution: Finding the Brand Voice

Typography really does the heavy lifting when you’re trying to set a specific mood. For the Boutique Sophisticate line, I went with a high-contrast serif to move away from the typical “cutesy” baby look and create a feel that is a bit more polished and timeless.

When we wanted a Personal Touch, I used a hand-lettered script to add a warm, human element that feels like a cozy hug for a newborn. Then, for the Approachable Modernist core line, I used a rounded sans-serif because the lack of sharp edges makes the brand feel soft, safe, and trustworthy for new parents.



Editorial Systems & Information Architecture

Editorial Systems Secondary Headline: Publication Architecture

I treat my professional publication work, like the El Dorado Insider, as a way to show how grid systems and style sheets actually work in the real world. Whether it is a 50-page relocation guide or a complex data spread, the goal is to build an invisible architecture that keeps the layout from falling apart. It is about taking a mountain of raw data and engineering a high-end experience that feels easy for the reader to navigate.

The Focus: The Relocation Guide cover and the Resource Listings table of contents are the core of this section. They represent the heavy lifting of editorial design.

The Logic: This mix proves you can turn dense data into a clean reader experience. From a Trump gag order spread to a community piece, the architecture holds up across every page.





Design Pedagogy & Academic Leadership

Curriculum Mastery: The Expertise Buckets

I don't just teach the tools; I teach the "why" behind every pixel. Across a decade in higher education, I've developed curriculum and led classrooms that bridge the gap between academic theory and real-world production. My background covers everything from managing a full BFA track to specialized digital roles at national universities.



Full-Time Tenure & Leadership (6.5 Years)

Southern Arkansas University (SAU): Managed the BFA in Graphic Design track, covering Layout, Production, and Advanced Typography.



Dodge City Community College (DC3): Associate Professor of Graphic Design leading the Visual Arts AA track through Multimedia and Animation.



Adjunct Instruction & Specialization (3.5 Years)

SNHU & Point University: Focused on Designing with Data and Digital Design for Web while introducing non-majors to the core Principles of Graphic Design.



Northwest Arkansas Community College (NWACC): Currently leading design electives and returning for the Fall 2026 semester.



Core Design & Typography

Advanced Typography:

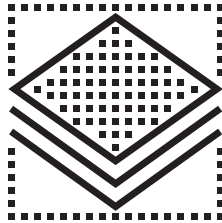
Mastering brand voice and structural hierarchy.

Layout & Production:

Technical mechanics for multi-page print and digital spreads.

Principles of Graphic Design:

Building the foundational logic of visual communication.



Digital, Web & Multimedia

UI/UX & Responsive Layouts:

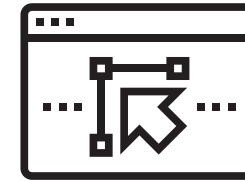
Designing for the modern digital pipeline.

Designing with Data:

Turning complex information into intuitive, navigable visuals.

Multimedia & Animation:

Moving into motion and interactive storytelling.



Specialized Studio Arts

Package Design:

Taking 2D concepts into 3D physical production.

Serigraphy:

Professional hands-on execution in traditional T-shirt printing.

Advanced Illustration:

Deep dives into digital painting and professional execution.

Curriculum Strategy:

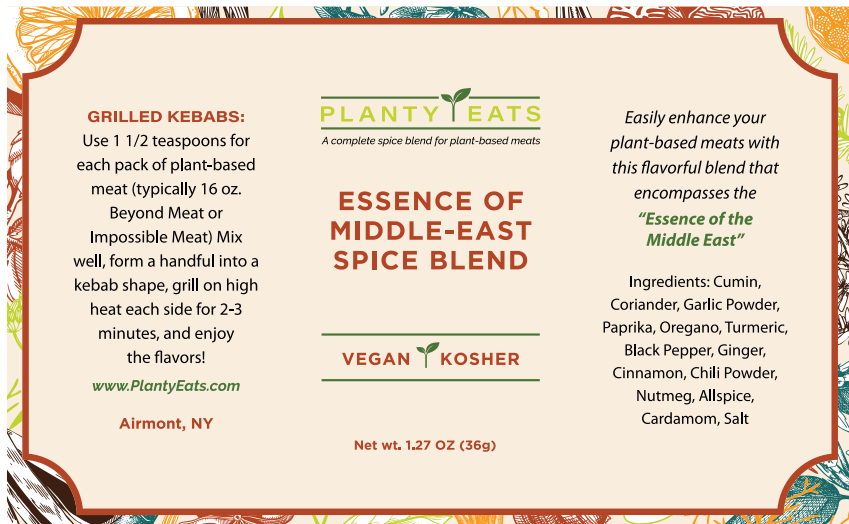
Bridging Theory and Production

I don't just teach students how to use software; I teach them how to think like designers. My courses are built to move them from the "how-to" of a tool to the "why" of a professional result.

Mentorship & Result-Driven Instruction

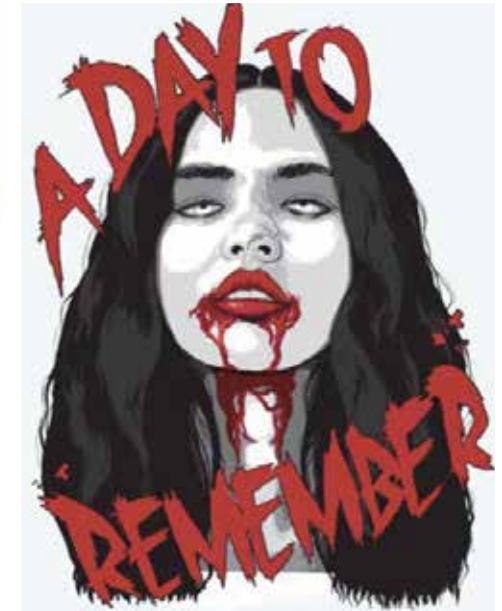
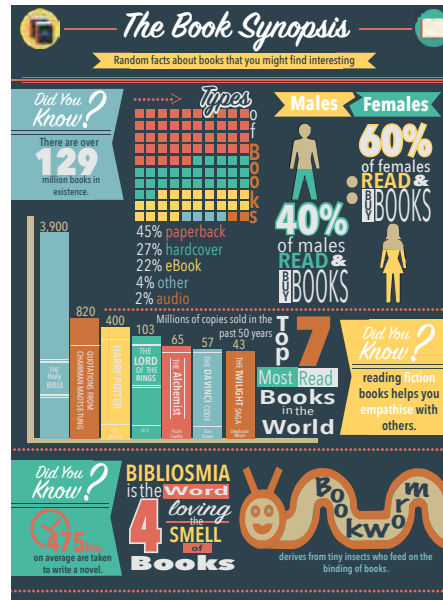
Student Outcomes: From Theory to Executive Execution

I don't judge my success by my own portfolio anymore; I judge it by the work my students are able to put into theirs. These pieces represent the moment the lightbulb goes on and the theory turns into a market-ready asset. It's the ultimate proof of a curriculum that actually works in the real world.



“ These student builds prove they can handle the same complex mechanical logic and retail-ready standards required by major brands like ALDI and Walmart. ”

Mentorship & Result-Driven Instruction



“ From logo marks to full magazine layouts, I mentor my students to build consistent brand ecosystems that work across every medium. ”

