

**Shelly Perlman**

**Graphic Designer, Illustrator, 2D Animator**

507 SE 37th St. Topeka, KS, 66605 | +1 (785) 217-0107 | [Shelly@BroAndSis.com](mailto:Shelly@BroAndSis.com)

**Qualifications**

Highly creative and multitalented artist with an extensive array of styles and experience in: Brand Development, Product Design, Website Design, 2D Animation, Children Products, Wrapping Paper, Books, Comic Book Layout & Design, Freehand Drawing/Coloring, Adobe Illustrator, Photoshop, InDesign & Flash, 3D Studio Max structure modeling.

Works hard to understand a client’s needs to produce what they’re looking for. The experience is fun, inventive, efficient & highly professional with the intent to produce the perfect product for the client.

*Additional perks: Proficient in executing projects with teams of artists, animators, writers and programmers. Produces projects from concept development to a sellable, on the shelf product, from beginning to end.*

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| **Art** | **Print** | **Video & Photography** | **Web & Multimedia** |
| * Brand Character Creation & Development * Story Boards * Children Book Illustration / Coloring / Layout * Freehand Illustration / Coloring (Water Colors, Gouache) * Wacom Tablet Drawings In Illustrator / Photoshop / Flash | * Books * Book Covers * Picture Books * Children Books * Comic Books * Coloring Books * Maps * Brochures * Logos * Stationery, Business Cards, Posters, Post Cards * Wine Labels * Wrapping Paper * Gift Bags * Back To School Items | * 2D Animation over Green Screen * 2D animation with Voice Overs * Video production / filming * Video editing with Premiere Pro * Video manipulation * Photograph Manipulation * Photoshop objects, textures or drawings onto a photograph | * Website design * Web animations * Web Icons * APP design * APP Icons * APP Animations * 2D Design & Animation * Logo Animation |

**Professional Skills**

Illustration & Writing 21 years 1995 – till now

Adobe Illustrator, Photoshop, InDesign 18 years 1998 – till now

Adobe Flash, 2D animation 8 years 2008 – till now

Adobe Premiere Pro, Audition 6 years 2010 – till now

HTML 3 years 2013 – till now

3D Studio Max 3 years 2000 ­– 2003

**Work Experience**

*Bro and Sis llc.*

*Bro and Sis LLC.*

*305 Pine Shadow Way,*

*Wellington, Florida 33414*

*Owner*

*March 2010 – Current*

* Illustrations – [The Lonely Mountain Book Cover](http://www.broandsis.com/the lonely mountain shelly.jpg) [Dr. Owl Book Cover](http://www.broandsis.com/Paula/cover-double-flat.jpg)
* Logo design & animation – [Logo Animation samples](https://youtu.be/I9hJfLkOMvw)
* Full web design & programming ­­– <http://www.nanog.org> [Wedding Guild](http://www.topekaweddingguild.com)
* Animation over Green Screen (Incl. filming & directing) [Eco Stars with Bill Cobbs](https://youtu.be/3dNCLC5mP20)
* Explainer Videos, video Production & Animation “[Neurofeedback Explained](https://youtu.be/i67MN_asCdc)”
* Brand character development [www.funderdome.net](http://www.funderdome.net)
* APP Design (full design and animation) [Eco Stars APP](https://youtu.be/YCZcDTGuOGU)

*Portfolio:* [*www.broandsis.com*](http://www.broandsis.com)

*Clients: NANOG.org, General Mills, Neural Potential, Funderdome, Eco Stars Club*

*Pearls & Shells Publications Inc.*

*Owner*

*Pearls and Shells Publications*

*Lisbon, Portugal*

*May 2003 – March 2010*

* Brand character development – [Production Highlights](http://broandsis.com/production-highlights)
* Comic Books and Games with BRAND Properties – [Sample1](http://www.broandsis.com/SAMPLES/FOOD PYRAMID KIDS BRAND CHARACTER QUICKY.htm) [Sample2](http://www.broandsis.com/SAMPLES/CEREAL%20IS%20GOOD%20FOR%20BREAKFAST.htm)
* Books & Games with “Quicky” the Nesquik Bunny, Nesquik Cereals – [Sample 3](http://www.broandsis.com/SAMPLES/COOKIE CRISPS CHIP Games 2.htm)
* Books & Games with “Chip” the wolf from Cookie Crisps ­– [Sample 1](http://broandsis.com/wp-content/uploads/2016/02/shelly-perlman-BOOK-6-PAGE.jpg)
* Children Books with Brand Properties – [Sample1](http://www.broandsis.com/SAMPLES/BOOK%20SAMPLES/yocoB2selected/B2SelectedScenes_1.htm) [Sample2](http://www.broandsis.com/SAMPLES/BOOK%20SAMPLES/yocoB1Spyscene/SPY_YOCO_B1_1.htm) [Sample3](http://www.broandsis.com/SAMPLES/BOOK%20SAMPLES/skunkattack/SKUNK_ATTACK_B3_1.htm)
* Brand character [story boards, stories and animation](https://youtu.be/HCfO1EX2dMc)
* Created art and writing for over 100 different greeting card lines (Publishers bought the rights to print and sell in their countries. Distributors bought the completed greeting cards in the 1000s, fully ready to be distribute to stores. I sold my own lines in 33 countries.) [Greeting Card Lines](http://broandsis.com/shelly-perlman-greeting-card-lines)

*Clients: General Mills, Nestle yogurts, Danone, Cascais Atlantico Environmental company, Papegojkort Sweden.*

*Dimension Displays*

*3D Displays Head Designer*

*Dimension Displays*

*Boca Raton, Florida*

*Feb 1999 – May 2002*

* Designed displays for tradeshows using 3D studio Max, Adobe Illustrator & Photoshop. Some of the company clients were: Oakley Sunglasses, Ferreti Boats, Preferred Plush Toys.

*Reason for leaving:* Returned to illustration, graphic design and animation. I had to be replaced by two 3D designers; both of which I trained for two months on how to do my job before I left. [Link to samples](http://broandsis.com/structure-modeling-with-3d-studio-max)

*Shelly Perlman Designs*

*Boca Raton, FL*

*& Stockholm, Sweden*

*Greeting Card Designer*

*July 1995 - 1999*

* Greeting card designer. Developed, created and sold designs to publishers in 12 different countries in Europe and USA. (USA (California & Florida) Sweden, Denmark, Germany, Austria, Switzerland, Belgium, Holland, Spain, Portugal, Greece, Italy, France.) [Greeting Card Lines](http://broandsis.com/shelly-perlman-greeting-card-lines)

**References:**

*General Mills*

Mr. Mark B. - Market Manager, Global Growth Initiatives

"Shelly’s company designed six original comic books for us each with 56 pages in length . . .  The public loved the idea and the project had great success."

*Sheba Enterprises Inc.*

Actor/Producer Bill Cobbs

"Shelly is brilliant in bringing out their personalities, she uses vibrant colors and inviting designs which children love. Her characters are never generic; they always have their own spice, their own spark that makes them different from all the other characters out there."

*Nestle*

Mrs. Elsa S. - Marketing Manager, Portugal

"Shelly not only wrote wonderful, creative and fun stories that are still being talked about to this day . . .  This promotion was successful not only for our sales but also had an important role in developing the character and personality of YOCO mascot."

