

15809 Beckford Court  
Lathrop, CA 95330

# SHAYLENE M. FOX

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## EDUCATION

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Honolulu, HI

University of Hawaii at Manoa

December 2025

- **Major:** Communications
- **Undergraduate Coursework:** Introduction to Communication, Media Arts, Communication and Communities, Information and Communication Technology Concepts, Techniques of Video and Digital Cinema, Techniques of Multimedia, Mediated Interpersonal Communication, Esports and Society

## PORTFOLIO – [SHAYLENEFOX.COM](http://SHAYLENEFOX.COM)

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- **Meow & Macchiato** – Study project for the creation of the brand identity of a local cat cafe business. Utilized Adobe Illustrator, Photoshop, and Canva to design a consistent visual system of branding assets such as logos and posters using complementary colors, shapes, and fonts. Used persuasive copywriting to attract potential customers willing to adopt the cafe cats in partnership with a local animal shelter.
- **Bank of Hawaii (BOH) Company Fact Sheet** – Used Canva to design a company fact sheet for Bank of Hawaii to present company information, that is legible and pleasing to the eye. This information included key metrics, a company overview, management, etc.
- **Kowa Mood Boost** – Used Canva to create eye-catching social media advertisement posts designed to increase engagement and gain exposure to the advertised Kowa Mood Boost beverage products.
- **Call to Action Poster** – Used Adobe Illustrator to create an illustrative call-to-action poster about refraining from littering on the beach/in the ocean.

## SKILLS & TECHNOLOGIES

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- **Computer:** Windows, Microsoft Word & PowerPoint, Google Docs & Slides
- **Creative Design:** Adobe Photoshop, Illustrator, Premiere Pro, Canva
- **Social Media:** Facebook, Twitter, Instagram, Twitch, YouTube, TikTok
- **Writing:** Creative Writing, Editing and Proofreading, Copywriting, Social Media Writing, Blog Posts

## WORK EXPERIENCE

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Childcare Supervisor

September 2016 – June 2018

Calvary Chapel Christian School – Aiea, HI

- Managed daily after-school activities such as arts and crafts, outdoor play, board games, reading books, and homework time.
- Ensured safety, coordinated with staff and parents, and maintained a positive environment for children's growth and development.
- Hand-picked by the school principal due to exceptional academic achievements and good student behavior.