

# SHARON HENDERSON MCHUGH

## SENIOR DESIGNER



610 . 283 . 7978



SHARONHENDERSONART

@PROTON.ME



BERWYN, PENNSYLVANIA



PORTFOLIO:

[HTTPS://SHARONHENDERSON.  
MYPORFOLIO.COM/](https://sharonhenderson.mypportfolio.com/)

WEBSITE:

[HTTPS://WWW.SHARON  
HENDERSON.COM/](https://www.sharonhenderson.com/)

RETAIL:

[HTTPS://PAINTEDLIGHT  
STUDIO.ETSY.COM](https://paintedlightstudio.etsy.com)

## OBJECTIVE

Creative professional with 25+ years of experience in art direction, multi-media design, illustration, and brand development. Passionate about delivering intelligent, innovative designs across digital and print media. Seeking to collaborate with dynamic teams, inspire creativity, enhance brand presence, and drive visual excellence.

## EXPERIENCE

Art & Creative Direction  
Illustration & Graphic Design  
Corporate/Brand Identity  
Package Design  
Advertising & Marketing  
Print Production  
Website Design  
Email & Social Media Campaigns

## TOOLS, TECH, AND TRADE

Prepress Preparation  
Photography, Photo Editing  
Presentation Design  
AI Image Creation  
Adobe Creative Suite, Canva, Procreate  
Microsoft Office  
Client Collaboration  
Many Fine Art Mediums

## SELECTED ACCOMPLISHMENTS

*Re-branded a top international realist art school and selected to lead its most successful fundraiser*

*Successfully owned and operated a fine art gallery and teaching studio*

*Award for Best Design from the Paperboard Package Council for product launch*

*Oil painter affiliated with internationally known ARC living master artists*

*Launched product packaging for Fortune 500 companies*

*Developed advanced skills in traditional art and design methods, enhancing professional work with a sophisticated, refined style*

## EMPLOYMENT

### ART DIRECTOR

**Studio Incamminati, School for Realist Art ~ Philadelphia, PA 2021–2022**

- Led full-scope creative direction, brand management, and digital marketing initiatives
- Designed promotional materials, websites, social media graphics, event signage, curated exhibitions, and directed email campaigns

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## EDUCATION

BFA, ILLUSTRATION  
MOORE COLLEGE OF  
ART AND DESIGN  
PHILADELPHIA, PA  
1987 - 1999

FINE ART DIPLOMA  
STUDIO INCAMMINATI  
PHILADELPHIA, PA  
2012 - 2018



## PAST & PRESENT CLIENTS:

HERSHEY

NEUTROGENA

MCNEIL  
HEALTHCARE

DURACELL

PHILADELPHIA  
ORCHESTRA

PHILADELPHIA  
MUSEUM OF ART

INDEPENDENT LAW FIRMS

INDEPENDENT BUSINESSES

- Spearheaded the highest-grossing fundraising event in the school's history

## ILLUSTRATOR & GRAPHIC DESIGNER

**Sharon Henderson Fine Art, LLC** ~ Berwyn, PA 1998–Present

- Develop strong, cohesive brand identities and standards across print and digital platforms
- Created medical/legal illustrations, technical trade graphic publications, and national trade ad campaigns
- Designed and maintained responsive, impactful, user-friendly websites to support marketing and retail goals
- Commissioned for fine art portraiture and traditional painting projects.
- Developed engaging still and video content across web3 platforms for increased visibility
- Generate high-quality product support using AI generated assistance to create visual landscapes

## ART INSTRUCTOR & PROGRAM COORDINATOR

**Wayne Art Center** ~ Wayne, PA 2018–Present

- Design and teach studio art courses blending classical and contemporary techniques
- Coordinated programs, expanded community partnerships, and enhanced art education initiatives

## SENIOR PACKAGE DESIGNER / SALES

**Smurfit-Stone Container Corporation** ~ Phoenixville, PA 1997–2004

**Chesapeake Display and Packaging** ~ Pennsauken, NJ 1993–1997

- Designed point-of-purchase displays, product packaging, and sales collateral for Fortune 500 brands
- Managed full prepress production, including proofing, file setup, and color accuracy
- Promoted to sales position to present design solutions directly to corporate clients.
- Assisted with on-boarding and training, contributing to 70% departmental growth

## PROFESSIONAL AFFILIATIONS

Member, Portrait Society of America

Member, Art Renewal Center

Former Member, Cultural Arts Club – TE School District

Former Instructor, Studio Incamminati