

upshift

branding
advertising
design

Mr. Shanks is the owner and President of UpShift, where he leads Creative Direction and Account Strategy.

After working as Design Director at VSA Partners, one of Chicago's most respected brand design agencies, Mr. Shanks founded rshanksdesign in 2000 to provide premium design services to clients without bloated staffs and complicated hierarchies found at most large agencies.

In 2006, rshanksdesign changed its name to UpShift Creative Group to better position the agency and also to reflect the agency growth achieved since 2000. Mr. Shanks is also an Associate Professor at The School of The Art Institute of Chicago, where he teaches graphic design, typography and identity systems. His experience also includes Senior Designer positions in Chicago and Los Angeles, where he created brand identity systems, tv and print advertisements, multimedia interfaces, annual reports and corporate communications.