

Jane La graphic designer

email > janeshinla@gmail.com | portfolio > janemade.com

experience >

Silverado

Senior Graphic Designer (July 2011 to present)

- Lead designer for all digital and print collateral such as flyers, postcards, event invitations, brochures and advertising
- Redesigned all collateral and training materials during company rebranding to create an overall unified brand
- Designed and maintain WordPress websites for associates to easily access additional resources needed for their role
- Designed Constant Contact and Salesforce Marketing Cloud email blast templates for associates to easily use to maintain Silverado's brand
- Converted print newsletter to digital email version to reach a wider audience to create more brand awareness
- Photograph and edit company events for external communications or digital needs
- Edit and color correct videos for external audience
- Researched, hired and coordinated vendors to capture digital virtual tours for all Silverado communities for provide more visibility
- Coordinated with app developer to successfully launch hospice app

Commercial Design Solutions

Graphic Designer (July 2004 to September 2012)

- Design marketing materials such as logo, brochure and signage designs for rebranded/renovated multi-family housing communities
- Collaborate with project lead interior designer to incorporate cohesive theme to marketing materials
- Create and present logo designs for client-approved marketing concepts
- Create and present new sign designs for newly acquired properties for rebranding
- Design and write copy for brochure layouts
- Manage the production and implementation of marketing materials from concept to execution
- Responsible for working with print and sign vendors to ensure brochures and signs are accurately executed
- Coordinate on-site installation schedules for sign vendors
- Work closely with clients for approvals on marketing materials and relay schedule information on upcoming signage installations

References available upon request.

education >

California State University, Long Beach

Art, Bachelor of Arts

about >

Collaborative Senior Graphic Designer with 15+ years of experience specializing in print and digital design. Proficient in a wide range of design software including Adobe Creative Suite as well as skilled in creating WordPress websites and photography. Able to take concept to execution with little direction.

technical skill >

Software

Adobe CC [Illustrator, Photoshop, InDesign, Premiere], Microsoft Office Suite. Familiar with Sketch, Dreamweaver, After Effects

Operating Systems

Mac OS X and Windows