



Lynette Slape

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I am passionate about creating visually stunning design that helps brands grow. My passion lies in creating visually stunning designs that elevate brand presence and drive growth. To do this, I enjoy the challenges of research and employ various methods, including seeking guidance from YouTube videos, particularly when working on WordPress websites. With over 7 years of experience as a freelance graphic and web designer, I have successfully crafted promotional material for both web and print, making me a valuable asset for any company seeking a skilled graphic designer.

During my current tenure as a remote Freelance TV App Content Layout Graphic Designer with Hospitality Vision, I specialize in designing layouts for apps catering to hotels, lodges, and retirement homes. My responsibilities extend to creating promotional materials such as business cards, flyers, letters, ads, TV ads, slides, and more utilizing tools like Adobe InDesign, Canva, Adobe Photoshop, and Adobe Illustrator.

As a freelance graphic & web designer I get various projects that deal mostly with web design and a lot of the time I use WordPress for websites. My clients are local artists and business owners. One project I worked on was with Oslund Design a local design agency for an estimate span of five months I helped them with redesigning one of their clients website building it on SquareSpace. I helped them build the site enough so they were able to get something in front of their client so the head designer could work on it further.

I hold an Associate of Applied Science degree in graphic design, a Bachelor's in Art, and a certificate in UX/UI from the University of Oregon. This educational background, combined with my extensive freelance experience, enables me to collaborate effectively with clients to enhance their engagement and expand their target market.

While I appreciate the flexibility of freelancing, my goal is to transition into a full-time graphic designer role within a business or agency, seeking the stability and security that comes with being part of a team.

Sincerely,

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Summary

Graphic and web Design Specialist with experience designing promotional material for both web and print using Adobe Creative Cloud, and Canva software. Integrating UX/UI tools into designing including HTML5/CSS3 and Figma when needed in websites. Experience organizing mechanics of WordPress websites, laying out promotional material with Adobe InDesign, Adobe Photoshop, and Adobe Illustrator. Earned a Certificate in UX/UI, a Bachelors in Art from the University of Oregon and an Associates in Graphic Design.

Technical Skills

Technical Skills in manipulating Photoshop photographs, creating an illustration in Adobe Illustrator, page-layout design in Adobe InDesign, coding websites from scratch with HTML5/CSS3, and updating WordPress websites.

Technical: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, WordPress, HTML5/CSS3, Adobe Premiere, Canva, and Figma.

Project

Start-up Business WordPress Design / <https://sunrisepaverrestoration.com>

I updated a free WordPress site for a start up business owner in a few days. I added photos and updated the layout so it is more user friendly and presentable as a professional business.

WordPress Maintenance / <https://barvardcapital.com>

In a few days Harvard Capital Group needed me to move there website to Wordpress the quickest way possible and asked if I did it by Monday they would through in three bonus hours. I got the extra bonus hours. I used my own Wordpress installation to create the site and migrate it to the live site with some updates later on that week.. **Used:** WordPress

Cranial Sacral Solution WordPress Website / <https://cranialsacralsolution.com>

In a two weeks I built this WordPress Website that consists of 5 pages with logo design, flyer, and business card to help my client promote this website. **Used:** Adobe Illustrator, WordPress

E-commerce WordPress Website / <https://timfoxphotos.com>

In a month time frame I designed and laid out an e commerce website for photographer Tim Fox with his photographs and designed his logo on his homepage. I update this website every month with new photos on the product and gallery pages. **Used:** WordPress, Adobe Illustrator

Art WordPress Web Design / <https://mer-art-studio.com>

In a four-week time frame designed and laid out an art website for artist Meredith Dalglish with three pages that includes a studio, production, and art and motion page that shows the art she creates. **Used:** WordPress, Adobe Photoshop

Relevant Experience

Freelance Web Designer

Oslund Design / <http://oslund.com>

- Recreating a Squarespace website to create a more up to date website that will be soon be ready to go live . The website live now is treco.nu.
- ADs and Calender layout design for Oslund Design client Treco

2023
Eugene, OR

Current TV App Content Layout Graphic Designer

Hospitality Vision

/ https://hospitalityvision.net/?gclid=EAIaI2qbCbMIrvW839239gIVNRb9ChonYQItEAATASAAEgleK_D_BwE

- Creates and updates content for apps.
- Updates content for the Albany Explorer app, Corvallis Explorer, Adobe Resort, & Grand Hotel apps in Salem and Bridgport.
- Creates promotional material that include ADs, flyers, cards, slide shows to promote these apps.

2021
Remote, Eugene, OR

Current Volunteer Graphic/Web Designer

Bright Mind Enrichment and Schooling

/ <https://brightmindenrichment.org> / <https://vaccinationrewards.org> / <https://streetcare.us>

- Updates WordPress websites.
- Create a simple logo for Bright Mind Enrichment.
- Designed flyers and business cards.
- Designed Logos for events and websites.
- Designed MailChimp Newsletters to send out to supporters.

2020
Remote, Eugene, OR

Wordpress Website Intern / <https://namilane.org>

NAMI Lane County

Gathered photographs for the coordinator to put in sliders on the non-profit website for maintenance on website.

2016
Eugene, OR

Education

Bootcamp Certificate: University of Oregon, Eugene, OR, **Graduated August 2021** An intensive 24-week long boot camp dedicated to UX/UI. Skills learned consist of HTML5, CSS, JavaScript, Bootstrap, jQuery, User-Centric Design Research, Visual Prototyping & Wireframing, User Interface Development.

Bachelor of Science degree in Art: University of Oregon, Eugene, OR, **Graduated 2019**

Associate of Applied Science degree in Graphic Design: Lane Community College, Eugene, OR, **Graduated 2016**