



LYNETTE SLAPE

GRAPHIC AND WEB DESIGNER

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,

Lynette Slape
lynetteslape@yahoo.com

541-505-2331

<http://lynetteslape.com/wp-content/uploads/2024/04/Graphic-Design-Portfolio-1.pdf>



GRAPHIC AND WEB DESIGNER

LYNETTE SLAPE

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.

CONTACT



541-505-2331



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SKILLS



SOFTWARE SKILLS



Page-Layout



Illustration



Photo Editing



Branding

Technical Skills in manipulating Photowshop 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.

PORTFOLIO

www.lynetteslape.com

EDUCATION

2021

UX/UI 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.

2019

BACHELOR OF SCIENCE DEGREE IN ART:

University of Oregon, Eugene, OR, Graduated 2019

2016

ASSOCIATE OF APPLIED SCIENCE DEGREE IN GRAPHIC DESIGN:

Lane Community College, Eugene, OR, Graduated 2016

WORK EXPERIENCE

2024

THE GRAPHIC SHOP

GRAPHIC DESIGNER

- Create business cards
- Create graphic for t-shirt
- Prepares artwork that are vinyl stickers for print

2023

OSLUND DESIGN

FREELANCE WEB DESIGNER

- Re-create website in SquareSpace
- AD & Calender Layout Design

2021

HOSPITALITY VISION

CURRENT TV APP CONTENT LAYOUT GRAPHIC DESIGNER

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

2021

NAMI Lane County

WORDPRESS WEBSITE INTERN

- Creates and updates content for apps.
- Gathered photographs for the coordinator to put in sliders on the non-profit website for maintenance on website



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PROJECTS

START-UP BUSINESS WORDPRESS DESIGN

SUNRISEPAVERRESTO-RATION.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. USED: WordPress.

CRANIAL SACRAL SOLUTION WORDPRESS WEBSITE

CRANIALSACRAL SOLUTION.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

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

VOLUNTEER GRAPHIC/WEB DESIGNER

BRIGHTMINDENRICHMENT.ORG
VACCINATIONREWARDS.ORG
STREETCARE.US

For three years and counting I have been volunteering as a graphic & web designer for Bright Mind a nonprofit updating their WordPress websites and help with creating their assets that include logos, business cards, flyers, newsletters with Mailchimp to send to supporters, and for events. I was one of the main designers that helped the most with design needs but they brought in more designers so there are more helping out. My freelance design jobs has picked up so only if they are in need for something urgent or if someone needs access to any of their assets. USED: WordPress, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Canva, MailChimp