



# Lynette Slape

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My journey in the design world has been driven by a passion for creating visually stunning designs that help brands grow and thrive. With over seven years of experience as a freelance graphic and web designer, I have successfully crafted promotional material for both web and print, establishing myself as a valuable asset for companies seeking a skilled graphic designer.

I currently serve as a remote Freelance TV App Content Layout Graphic Designer with Hospitality Vision, where I specialize in designing layouts for apps catering to hotels, lodges, and retirement homes. My work includes creating a wide range of promotional materials such as business cards, flyers, letters, ads, TV slides, and more, using industry-leading tools like Adobe InDesign, Photoshop, Illustrator, and Canva.

Throughout my freelance career, I've had the privilege of working on various web design projects, often utilizing WordPress to build responsive and visually engaging websites. My clients range from local artists to business owners, and each project has provided unique challenges that allowed me to grow as a designer. I pride myself on my self-guided learning approach, frequently seeking out tutorials and new design techniques to keep my skills sharp.

One project that stands out in my portfolio is my collaboration with Oslund Design, a local design agency. Over five months, I helped redesign a client's website on Squarespace, building the initial framework that was later refined and presented by the head designer. This project showcased my ability to work within a team and contribute meaningfully to larger design initiatives.

I hold an Associate of Applied Science degree in Graphic Design, a Bachelor's degree in Art, and a UX/UI certificate from the University of Oregon. My education, combined with my real-world experience, equips me to collaborate with clients in a way that enhances their brand engagement and expands their reach.

## **Skills:**

**Graphic Design:** Adobe InDesign, Photoshop, Illustrator, Canva

**Web Design:** WordPress, Squarespace

**Content Layout:** App layouts for the hospitality sector

**Print Design:** Flyers, business cards, promotional ads

**Self-Guided Learning:** Continuous improvement through online resources like YouTube  
While freelancing has offered me diverse and fulfilling experiences, I am now seeking to transition into a full-time graphic design role within a business or agency. I'm eager to find a team where I can contribute my skills, collaborate on impactful projects, and help drive brand growth.

If you're looking for a dedicated designer who combines artistic creativity with practical design solutions, I'd love to connect and discuss how I can contribute to your brand's success.

## **Let's Connect:**

[lynetteslape@yahoo.com](mailto:lynetteslape@yahoo.com) | 541-505-2331 | [Portfolio](#)



## Skills

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

WordPress

HTML5/CSS3

HTML5/CSS3

Adobe Premiere

Canva

Figma



## Education

**BACHELOR OF SCIENCE IN ART:**  
University of Oregon – Eugene, OR  
Graduated: 2019

**ASSOCIATES OF APPLIED  
SCIENCE IN GRAPHIC DESIGN:**  
Lane Community College– Eugene,  
OR Graduated: 2016

**UX/UI BOOTCAMP CERTIFICATE:**  
University of Oregon – Eugene, OR  
**GRADUATED 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.

**DIGITAL MARKETING  
CERTIFICATE:** University of  
Oregon – Eugene, OR  
**GRADUATED: 2024**

**GOOGLE ADS SEARCH  
CERTIFICATION:** September 2024

**GOOGLE ANALYTICS  
CERTIFICATION:**  
September 2024

**EMAIL MARKETING CERTIFIED:**  
HubSpot Academy **September  
2024**

# Lynette Slape

## Graphic & Web Designer

Creative and Detail-Oriented Graphic & Web Designer

With 8 years of versatile experience, I specialize in crafting visually engaging designs for both web and print media. Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere), Figma, and Canva, I bring a deep understanding of UX/UI principles to every project. My technical expertise extends to HTML, CSS, and managing WordPress websites, allowing me to create seamless, functional websites.

I excel in translating client requirements into compelling visuals and consistently manage multiple projects while adhering to deadlines. My diverse skill set includes layout design for promotional materials, experimental video editing, and organizing graphic labels for consumer products like vitamin bottles. I thrive in fast-paced environments and am committed to delivering high-quality, impactful work.

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## Work Experience

### TV APP CONTENT LAYOUT GRAPHIC DESIGNER

**HOSPITALITY VISION** – 2021- Current

Eugene, OR

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

### PRODUCTION LABEL GRAPHIC DESIGNER

**INDEPENDENT NUTRITION** – 2024 – Current

Eugene, OR

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

### FREELANCE WEB DESIGNER

**OSLUND DESIGN** – 2023 – 2024

[www.treco.nu](http://www.treco.nu)

Eugene, OR

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



## Projects

**VOLUNTEER GRAPHIC & WEB DESIGNER:** 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. [brightminderichment.org](http://brightminderichment.org) | [vaccinationrewards.org](http://vaccinationrewards.org) | [streetcare.us](http://streetcare.us)

**E-COMMERCE WORDPRESS WEBSITE:** I designed and laid out an e-commerce website for photographer Tim Fox within a month, showcasing his photographs and featuring a custom-designed logo on the homepage. I regularly update the website, adding new photos to the product and gallery pages every month. **USED:** WordPress, Adobe Illustrator [timfoxphotos.com](http://timfoxphotos.com)

**WIX WEBISTE MAINTENANCE DESIGN:** I orgainzed the layout on a website built on Wix in a few weeks timeframe. I do maintenance on the website when needed. **USED:** Wix [palermomusic.com](http://palermomusic.com)

### WEBSITES DESIGNED LIST:

[cranialsacralsolution.com](http://cranialsacralsolution.com) | [harvardcapital.com](http://harvardcapital.com) | [sunrisepaverrestoration.com](http://sunrisepaverrestoration.com)

Visit [lynetteslape.com/graphic-design-portfolio-7/](http://lynetteslape.com/graphic-design-portfolio-7/) to view a selection of my work, including web design projects, graphic design pieces, and branding materials.