



**Lynette Design**  
*Creative Design, Strategic Impact*

# Lynette Slape

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I am excited to work with any local business or individual to promote their business. With over seven years of experience as a freelance graphic and web designer, I have honed my skills in creating visually stunning designs that help brands grow and thrive. My passion for design and problem-solving has allowed me to deliver effective promotional materials and digital solutions that resonate with target audiences, and I am eager to bring these skills to your team.

Over the course of my freelance career, I have had the privilege of working with a diverse range of clients, including local artists, business owners, and agencies. One of my most rewarding ongoing projects is my work as a **TV App Content Layout Graphic Designer for Hospitality Vision**, where I design layouts for apps tailored to the needs of hotels, lodges, and retirement homes. This experience has given me the opportunity to create a variety of promotional materials—ranging from business cards and flyers to ads and TV slides—using industry-standard tools such as **Adobe InDesign, Photoshop, Illustrator, and Canva**. Another local business I work with is Independent Vitamin Center helping them with their labels that go on their bottles.

In addition to my graphic design work, I have extensive experience in **web design**, specializing in responsive websites built on platforms like **WordPress, Squarespace, and Wix**, as well as a foundational knowledge of **HTML/CSS**. One standout project was my collaboration with **Oslund Design**, where I contributed to the redesign of a client's website by building the initial framework on Squarespace. This project allowed me to demonstrate my ability to work within a collaborative team, contributing to a larger design initiative and learning from other talented professionals.

My academic background, which includes an **Associate of Applied Science in Graphic Design**, a **Bachelor's degree in Art**, and certifications in **UX/UI Design** and **Digital Marketing** from the University of Oregon, complements my practical experience. It has given me the knowledge and critical thinking skills needed to approach design challenges from both a creative and strategic perspective.

I am now looking to transition into a full-time role where I can contribute to a dynamic team and collaborate on impactful design projects. I believe that my combination of creative expertise, technical proficiency, and passion for continuous learning makes me an ideal candidate to help any business to drive brand growth and achieve its design goals.

If you're seeking a designer who combines artistic creativity with practical solutions, I would love the opportunity to discuss how I can contribute to your team's success.

## **Let's Connect:**

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



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## Skills

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

WordPress

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 9 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.

✉ lynetteslape@yahoo.com

📞 541-505-2331

📍 Eugene, OR

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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, Bridgport and updates WordPress website.

### PRODUCTION LABEL GRAPHIC DESIGNER

**INDEPENDENT NUTRITION** – 2024 – Current

Eugene, OR

- Create graphic labels and barcode for print for vitamin bottles with content given to me
- Move content from old label look to new label look

### 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 <https://lynetteslape.com/wp-content/uploads/2025/02/portifolio.pdf> to view a selection of my work, including web design projects, graphic design pieces, and branding materials. **Video:** <https://lynetteslape.com/video/>