

# Stephen LaFrance

Graphic  
Designer

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Print  
Usability  
Brand Design  
Human Factors  
User Interface  
Production  
Design

## Design Experience

### LaFrance Graphic Design

Lead Designer

2008-Today

#### Key project achievements

- Create multiple concepts for new User Interface, deliver production files as well as guide the organization and structure of the interface as it was developed.
- Design graphics for company events, apply the graphic theme to collateral ranging from posters to invitations to books with 50 to 200 pages.
- Develop and update style guides for brand applications, User Interface design and development as well as Industrial Design.

The work at Tektronix is as varied as the electrical signals its products detect. Any given day can include creating from scratch or updating an existing product's exterior labeling, collaborating on new product designs, updating user interface components within legacy architectures, working with implementation teams on the layout and interaction for new user interfaces created with contemporary programming architecture, reviewing vendor pad or screen printed samples for color accuracy and printing quality, performing point of contact duties for each internal division that needs design work, maintaining consistency within and defending brand integrity, creating new imagery for the marketing department, meeting with product owners to find and review their goals for a project, illustrating technical/mechanical/theoretical concepts, and managing deadlines. The one constant is the directive that anything and everything that customers associate with the Tektronix brand be of the highest quality possible.

### Lucid Inc.

Design Intern

2007

The bread and butter of Lucid was package design. The days there were filled with learning to understand client style guides, to then create packaging based on client specifications, updating flat designs based on the client feedback and finally forwarding the design to manufacturing, all while creating new and unique designs.

## Other Experience

### Wells Fargo Bank

Document Specialist

2005-2012

Created production tracking system for team of 20-40 people, forecasted expected output based on individual processes. Maintained and updated established tracking systems for regulation compliance and review. Analyzed processes for the division to identify areas of potential improvement, submitted change proposals, and modified established processes.

### Encompass TeleServices

Evening Shift Manager

2003-2004

Oversaw call floor of 50-200 agents to coordinate adequate coverage. Tracked and evaluated Key Point Indicators for the call center. Ensured that company goals were met at the team and center level.

## Professional Summary

There are three kinds of creatives: The Sporadic making progress in fits and starts, The Procrastinators who say they do their best work at the last minute, and The Methodical who meticulously march through the work.

I am a member of the last group meaning that I take an analytical approach to my work. Understanding the motivations and goals of each project as well as the target audience drive my process. While it's not as flashy it ensures that the project gets done right and on time.

## Software/Skills

Adobe Creative Suite-  
Photoshop, Illustrator, InDesign,  
Dreamweaver, Flash  
Microsoft Office Suite  
Apple Audio/Video Suite  
GarageBand  
iMovie  
HTML  
Wordpress  
Client engagement  
Project management  
Art direction  
Digital photography

## Education

2005-2008

The Art Institute of Portland  
**Bachelor of Science,  
Graphic Design**

1995-1999

University of Idaho  
**Bachelor of Science,  
Landscape Architecture**