

# Stephen LaFrance

Graphic  
Designer

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Print  
Usability  
Brand Design  
Human Factors  
User Interface  
Production  
Design

## Design Experience

### LaFrance Graphic Design

Lead Graphic Designer

2008-Today

- Identity Design
- Branding
- Apparel Graphics
- Print Design
- Illustration
- Iconography
- HTML Web Design
- Page Layout

I have worked with a diverse pool of clients ranging from law firms to recreational sports teams. Each client's design needs vary depending on their project, product and industry; with diverse deliverables such as illustrations, web design, page layout or product branding. Whether there is a need for rapid turnaround or there are months available to develop the design solution, my focus is to ensure that each client is thrilled with the finished product.

### Tektronix

Graphic, Industrial, and UI Designer

2017-2018

- UI/UX Design
- Print Design
- Identity Design
- Brand Development
- Page Layout
- Iconography
- Illustration
- Marketing Ad Design
- Apparel Graphics
- Concept Creation
- Graphic Layout
- Logo Design
- Industrial Design
- Event Collateral Design
- Style Guide Development

The work at Tektronix is as varied as the electrical signals its products detect. Any given day could include creating new or updating existing product labeling, collaborating on product designs, updating user interface components, reviewing the layout and interaction for a user interface, evaluating vendor samples for quality, creating imagery for the marketing department, reviewing project goals, or illustrating technical concepts.

### Thinking Sideways Podcast

Content Creator and Audio Editor

2013-2018

- Ad Copy Creation
- Audio Editing
- Website Post Creation
- Brand Management
- Content Research
- Website Management
- Content Creation
- Social Media Management
- Illustration

Thinking Sideways was a podcast focusing on unsolved mysteries that released 45-90 minute long episodes weekly for five years. I wrote copy for individual advertisers in addition to researching and writing content for each episode. Post production duties included episode content review, editing recorded audio, as well as managing the website and content hosting on multiple platforms.

## Professional Summary

Methodical and meticulous, I take an analytical approach to my work. That doesn't mean creativity takes a back seat, instead it means it isn't hampered by hastily conceived assumptions about my clients wants and needs.

Understanding the motivations and goals of each project, as well as the target audience, drive my work. While that statement may not sound flashy it ensures that each project gets done right and on time.

## Software/Skills

Adobe Creative Suite-  
Photoshop, Illustrator, InDesign,  
Dreamweaver, XD  
Microsoft Office Suite  
Apple Audio/Video Suite  
Client engagement  
Project management  
Illustration  
UI/UX  
Art direction  
Digital photography  
HTML  
Wordpress

## Education

2005-2008

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

1995-1999

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