

# Steve LaFrance

Graphic Designer Portland, OR



## Work Experience

### LaFrance Graphic Design

Lead Graphic Designer 2008-Today

- Art direct illustration team
- Coordinate schedules and deliverables with project managers.
- Create brand content for print and digital applications.
- Develop unique graphics for use in emails, social media, and websites.
- Build presentations, update content and create branded infographics.
- Strive for client satisfaction, ensure all deliverable have been met.
- Smash deadlines, smash smash.

### Tektronix

Graphic Designer 2012-2018

- Craft user experiences by understanding use cases and workflows.
- Rebrand legacy print and digital content.
- Communicate with technical teams to ensure strategy alignment.
- Build digital assets for integration into PC and web applications.
- Deliver illustrations that translate highly complex concepts.
- Preflight print files, prevent any production delays.
- Design brand guidelines, update style guides based on feedback.

### Thinking Sideways Podcast

Content/Ad Creator 2013-2018

- Manage multiple Social Media accounts
- Develop and post relevant branded content.
- Review advertiser copy, write up to four 30-120 second commercial spots.
- Manage Wordpress website, upload new media weekly.
- Research weekly topics, validate resource authenticity and accuracy.
- Write scripting for 45-90 minute long episodes for three hosts.
- Postproduction audio editing and ad insertion

## Key Skills

Art Direction  
Branding  
Client Engagement  
Content Development  
Digital Design  
Illustration  
Logo Creation  
Presentation Design  
Print Design  
Project Management  
Social Media Management  
Time Management  
UI/UX Design

## Software Skills

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Audition  
Adobe Experience Design  
G Suite  
Jira  
Microsoft Office Suite

## Education

The Art Institute  
of Portland  
Bachelor of Science,  
Graphic Design  
2008