



Landry Lyn Blume

Graphic Designer

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San Diego, California 92107

✦ SKILL LEVEL

Brand Marketing	● ● ● ● ●
Digital Graphics	● ● ● ● ◐
Illustration	● ● ● ◐
Motion Graphics	● ● ◐
Photography	● ● ● ● ◐
Print Layout	● ● ● ●
Project Management	● ● ◐
Social Media	● ● ● ◐
Web Design	● ● ● ●
Video Editing	● ● ◐

☰ SOFTWARE

- Adobe Creative Cloud: Acrobat, After Effects, Illustrator, InDesign, Photoshop, Premiere
- HTML / CSS
- Microsoft: 365, Teams, SharePoint, Office: Excel, PowerPoint, Word
- Serif Affinity: Designer, Photo, Publisher
- WordPress

🎓 EDUCATION

Bachelor of Science in Graphic Design
The Art Institute of Las Vegas
Henderson, NV – 2009

Diploma, El Camino High School
Oceanside, CA – 1999

📄 CERTIFICATIONS

Communication Art & Graphic Design
San Diego County Office of Education – 1999

Creative and detail-oriented Graphic Designer with a passion for collaboration and designing exceptional multimedia experiences. An effective communicator experienced with audio/video production, online marketing, and print design. Versed in website development using HTML, CSS, and CMS publishing tools.

☑ WORK EXPERIENCE

Graphic Designer, Oregon Seaweed
April 2021 – April 2023 | Portland, OR

- Rebranded visual identity and logo to incorporate new business name.
- Designed and launched a new oregonseaweed.com website, administered company email accounts, and developed bi-monthly email newsletter.
- Established direct-to-consumer webstore to enable and grow online sales.
- Created packaging labels for product sold at local grocery retail outlets.
- Crafted oversized info-signage for local tourists and seaweed farm tours.

Graphic Designer, Washington County, OR – Dept. of Land Use & Transportation
December 2021 – January 2023 | Hillsboro, OR

- Managed multiple projects simultaneously while meeting tight deadlines, and ensured visual consistency across all design projects.
- Collaborated with internal partners and leadership to craft public resources.
- Developed marketing materials such as logos, websites, and event graphics.
- Recorded video and photographed field crew work projects.
- Maintained preparedness for on-call response to emergency events.

Graphic Designer, Independent Contractor
July 2017 – December 2021 | Portland, OR

1. Consulting and creative design services for multiple business start-ups.
2. Redeveloped branding, graphics and website for Prescott Morris Homes.
3. Established new local food cart brand: The Yard at Montavilla Food Carts.
 - Designed business logos, promotional items, rack cards, and retail signs.
 - Developed a robust montavillafoodcarts.com mobile-first website.
 - Business acquired by capital investment firm.

Graphic Designer, Health Net Health Plan of Oregon
January 2019 – April 2019 | Tigard, OR

- Applied quarterly/yearly updates to health plan documents and forms.
- Modified sales packets and additional promotional materials.
- Updated and modified multiple websites and membership client portals.
- Customized advertisements and direct mail pieces for sales department.

Graphic Designer, KVIE Public Television
December 2015 – April 2017 | Sacramento, CA

- Created monthly 20-page program guide mailed to over 50,000 members.
- Designed mobile-friendly promotional emails and social media graphics.
- Developed fundraising event invitations, programs, packaging, and signage.
- Pushed visual website changes and scheduled marketing promotions.
- Launched the station's first podcast and created original cover art.



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VOLUNTEERISM

Solve Oregon, Volunteer July 2017 – March 2023

- Participated in park, beach, and street clean-up events in Northern Oregon.

OMSI, Volunteer Jun 2019 – March 2020

- Volunteered with the Best Buy: Teen Tech Center and photography for the "Pride at the Museum" events.

San Diego Pride, Volunteer July 2002 – July 2004

- Photographer for San Diego LGBT Pride Parade and Festival.

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ADDITIONAL WORK EXPERIENCE

Graphic Designer & Brand Specialist, Girl Scouts Heart of Central California August 2013 – May 2015 | Sacramento, CA

- Standardized print materials to reduce cost and establish visual cohesion.
- Localized national advertising resources to regional and local markets.
- Led instructional meetings and personnel trainings for employees.
- Digital projects included event slides, photo/videos, and motion graphics.
- Print design projects included annual reports, direct mail, brochures, postcards, newsletters, catalogs, signage.

Creative Technical Specialist, Papyrus July 2011 – June 2013 | Fairfield, CA

- Proofread product, artwork, sales sheets, and copy per production docket.
- Inspected files to meet production standards.
- Converted retail products for foreign markets using translation services.
- Verified art file submission using FTP and Intranet transfers.
- Created cover art for seasonal catalogs.

Graphic Designer, Axis Sourcing Group January 2011 – July 2011 | Concord, CA

- Developed packaging designs for packaged consumer goods.
- Drafted merchandising visual aids, 'plan-o-grams,' in-store mock-ups.
- Produced production ready artwork, sales marketing materials, and supporting documents.

Graphic Designer, KLAS-TV February 2008 – September 2009 | Las Vegas, NV

- Composed on-air graphics for hourly newscasts with editorial direction.
- Designed graphics elements and animated intros for featured news stories.
- Led the staff training and development of a robust graphics library.
- Developed imagery including regional maps, on-set visual displays, standing vertical monitor graphics, and on-screen visual elements.
- On-demand artwork creation was a collaboration with producers, reporters, and newscast directors.

Marketing & Design Coordinator, Voit Commercial Brokerage August 2007 – January 2008 | Las Vegas, NV

- Updated marketing materials on-demand for sales agents in the field.
- Created advertising, branding and signage for development properties.
- Edited local property maps with sales listings and listing changes daily.
- Refreshed website with project and client updates and listing reports.
- Photographed project sites, land plots, and properties for marketing.