

Landry Lyn Blume

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Graphic Designer

Creative professional seeking to deliver impactful marketing while focused on high-quality innovation and operational sustainability. With over ten years of experience in marketing and communications, I bring robust skills in advertising, A/V production, brand management, photography and print design. Fluent in mobile-first, responsive web development standards using HTML/CSS/JS, WordPress, UX/UI, and universal accessibility.

WORK EXPERIENCE

Independent Contractor

04/2023 – Present

Graphic Designer | Las Vegas Metro, NV / San Diego Metro, CA

- Graphic design, marketing and creative technology services that help people connect.
- Web development laser-focused on user experience, speed and interface accessibility standards.
- Audio/Video production, copywriting/proofreading, and photography services.

Oregon Seaweed

04/2021 – 04/2023

Graphic Designer · Contract | Marketing Services | Portland, OR

- Rebranded visual identity, developed new multi-page website to enhance brand awareness, drive sales, and educate the public on the uses of dulse seaweed product.
- Established online store with Shopify and developed a twice-monthly email newsletter to grow direct-to-consumer online sales.
- Created large-format educational signage to inform local tourists and enhance seaweed farm tours.
- Crafted packaging labels for seaweed products sold at farmer's markets and regional grocers.

Washington County, Oregon · Department of Land Use & Transportation

12/2021 – 01/2023

Graphic Designer | Public Affairs and Communications | Hillsboro, OR

- Developed marketing materials, logos, websites, and event graphics while managing multiple projects simultaneously, meeting deadlines, ensuring accuracy and visual consistency.
- Maintained preparedness for on-call response to adverse conditions and emergency events.
- Collaborated with internal partners, management and county leadership to craft public resources.
- Photographed public works projects and recorded video of crews working in the field.

Independent Contractor

07/2017 – 12/2021

Graphic Designer · Contract | Marketing Services | Portland, OR

- **Prescott Morris Homes:** Redeveloped branding and website to boost brand value, increase visual appeal, update property portfolio, and improve mobile responsiveness to drive interest.
- **The Yard at Montavilla Food Carts:** Established new local food cart brand, designing logos, promotional items, rack cards, retail signs and a mobile-first, responsive website.
- Consulted and networked part-time while continuing my self-taught education on web development.

KVIE Public Television

12/2015 – 03/2017

Graphic Designer | Marketing and Communications | Sacramento, CA

- Produced, edited and mailed 20-page programming guide to over 50,000 members every month while updating design cohesion and overall readability to increase accessibility.
- Developed fundraising events branding, produced invitations, programs, signage and merchandise.
- Redesigned promotional emails and social media graphics to be mobile-friendly.

Girl Scouts Heart of Central California**08/2013 – 05/2015**

Graphic Designer & Brand Specialist | Marketing and Communications | Sacramento, CA

- Standardized print materials to reduce cost and establish visual cohesion and elevate brand value.
- Localized national advertising resources to regional and local advertising markets.
- Led instructional meetings and one-on-one personnel trainings with staff members.
- Event support with visual elements including slides, photo/video production, and motion graphics.
- Regularly produced printed annual reports, direct mail, brochures, postcards, catalogs, and signage.

KLAS-TV: Channel 8 Eyewitness News / Las Vegas News 1**2/2008 – 09/2009**

Graphic Designer | Local Newscast Production | Las Vegas, NV

- Composed on-air graphics for hourly newscasts with editorial direction while collaborating with using producers, reporters, and newscast directors utilizing Adobe Photoshop.
- Developed segment images included regional maps, on-set visual displays, standing vertical monitor graphics, and “over-the-shoulder” visual elements using Adobe Photoshop, and Illustrator.
- Produced graphics packages that became animated intros or ‘stingers’ for featured news segments created with Adobe After Effects, Cinema 4D, Blender, Illustrator, and Photoshop.

EDUCATION

Bachelors in Graphic Design, The Art Institute of Las Vegas | Henderson, NV
Diploma, El Camino High School | Oceanside, CA

10/2005 – 09/2009

06/1999

CERTIFICATIONS

Commercial Art & Graphic Design
San Diego County Office of Education

06/1999

SKILLS & TECHNOLOGY**Adobe Creative Cloud:** Acrobat, After Effects, Dreamweaver, Illustrator, InDesign, Photoshop, Premiere Pro**Creativity:** Color Theory, Concepts, Graphic Design, Illustration, Visual Arts, Visual Communication**Customer Service:** Active Listening, Communication, Friendliness, Troubleshooting, Technical Support**Graphic Design:** Art Direction, Brand Development, Branding, Branding Process, Composition, Content Creation, Corporate Branding, Corporate Identity, Creative Direction, Design Principles, Detail Oriented, Digital Illustration, Editing, Graphic Arts, Identity, Image Manipulation, Info-graphics, Layout, Logo Design, Print Design, Social Media Graphics, Trends, Typography**Marketing:** Advertising, Brand Awareness, Brand Consistency, business-to-business (B2B), business-to-consumer (B2C), Campaigns, CAN-SPAM Act Compliance, Copy Editing, Direct Mail, direct-to-consumer (D2C/DTC), Email Marketing, Email Newsletters, Social Media Management**Microsoft:** Excel, Office, Outlook, PowerPoint, SharePoint, Teams, Word**Project Management:** Agile Management, Collaboration, Deadlines, Kanban, Multiple Projects, Scrum**User Experience / User Interface:** Accessibility, Figma, Flow Diagram, Hierarchy, Iteration, Penpot, Product Design, Prototyping, Research / Requirements, Testing, Universal Design, User Experience, User Interface, Wireframing**Video Production:** Blender, Cinema 4D, Story Boarding, Motion Graphics, Photography, Video Editing**Web Development:** Bootstrap, CalOPPA Compliance, CSS, E-commerce, GDPR Compliance, HTML, JavaScript, Responsive Web Design, Shopify, SquareSpace, Web Design, WordPress