

# Lana Blinderman - Résumé

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## Graphic Design & Production

### Education

- 2014** Bachelor of Fine Arts (Summa Cum Laude), Photography, Seattle University, Seattle, WA  
**2008** Associate of Applied Arts and Sciences, Visual Communications/Graphic Design, Shoreline Community College, Shoreline, WA

### Other Classes

- 2011-12** Individual architectural photography classes, College of Built Environments, University of Washington, Seattle, WA  
**2001-current** Individual classes in graphic design, web design, typography and Adobe CC School of Visual Concepts and Luminous Works, Seattle, WA  
Bellevue College, Bellevue, WA

### Technical and Professional Skills

**Graphic Design:** stylistic breadth; strong concept development ability; solid knowledge and application of graphic design principles; creative and mature use of typography; photo-based and vector illustration

**Production:** color management for print and web; operation of professional printing equipment; bulk mail; contracting with professional printers and mailing houses; print and paper specifications, prepress, print and post-print production; press checks

**Electronic Media:** web & email graphics; website management; blogging and social media; e-newsletters

**Technology:** Adobe Creative Suite; WordPress; Constant Contact; Microsoft Office

**Other Relevant Skills:** photography and photo editing

### Relevant Work History

#### **Freelance Graphic Designer, dba Ex Factory Creative, Seattle, WA, 2007-current**

- Design print, web, e-mail and social media-based marketing materials for local arts community, small businesses and non-profits
- Coordinate print production with print houses on behalf of my clients
- Perform print production and bulk mailing on clients' in-house equipment

#### **Graphic Designer, Temple De Hirsch Sinai, Seattle, WA, 01/2015-02/2019**

- Designed the majority of Temple's marketing and communications collateral, including print and digital advertising, posters, postcards, flyers, mailers, brochures, annual reports, forms, calendars, directional signage, large format banners, catalogs, graphics for Temple's website and for social media and email marketing, e-signatures and program logos
- Evolutionized and maintained brand identity across multiple programs and publications
- Created compelling visual materials for a variety of programs and audiences, e.g. holidays and cultural events, childhood and adult education, older adults engagement, and social justice initiatives
- Designed and produced a full color quarterly magazine with 1,300 subscribers
- Created original illustrations and photography
- Laid out and distributed branded email blasts, including a weekly e-newsletter
- Operated in-house production equipment
- Facilitated large-scale bulk mailing campaigns, both in house and through mailing agencies
- Contracted with printers, poster distribution companies and mail houses
- Interfaced with community partners to cross-promote campaigns and events