

Wendy Larson

Wendy-Larson.com



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SKILLS:

- Adobe Creative Suite
- Logo Creation
- Visual Identity Creation
- Print Design
- Email Design
- Website Design
- UX/UI Design
- Typography
- Color Theory
- Visual Hierarchy
- Problem-solving Skills
- Collaboration
- Multitasking
- Self Motivation
- Interpersonal Skills
- Presentation Skills

EDUCATION:

UW-STEVENS POINT

2008-2014 | Stevens Point, WI
BFA - Graphic Design

FREELANCE GRAPHIC DESIGNER

April 2022 - Present | Springfield, MO

- Provide expert design services to prominent local businesses and non-profit organizations, including logo design and development of comprehensive brand strategies.

GRAPHIC DESIGN MAVEN | FRANK & MAVEN

Sept 2017 - Apr 2022 | Springfield, MO

- Led multiplatform projects by developing websites, logos, branding, and print collateral.
- Established visual Identities for local, regional, and national clients by defining logos, imagery, typography, colors, and creative design within cohesive brand guidelines.
- Applied UX/UI design principles to maximize high quality leads while providing users with aesthetically engaging website experiences.
- Collaborated with a multidisciplinary team of developers, strategists, photographers, videographers, and account managers to ensure marketing plan success for all clients.
- Managed the company's largest client as the Design Lead and Account Manager for Dreamtime Creations, the largest rhinestone distributor in the Northern hemisphere.

DIGITAL DESIGN SPECIALIST | CLEAR MARKETING

Feb 2017 - Sept 2017 | Branson, MO

- Designed websites, emails, social media graphics, and print collateral for nature-based tourism companies such as Dogwood Canyon, Branson Zipline at Wolfe Mountain, and The Shepard of the Hills.
- Maximized search engine exposure for clients by applying SEO best practices for websites and Google Ads.

INTERNAL GRAPHIC DESIGNER | KENTWOOD REAL ESTATE FIRM

July 2016 - Feb 2017 | Denver, CO

- Designed property websites, digital listing graphics, and detailed property brochures highlighting unique home features for potential buyers.
- Led visual identity and logo creation for multiple Denver real estate agents who brokered sales of the area's multimillion dollar properties and estates.
- Collaborated with Creative Director and other internal designers to create Kentwood branded catalogs featuring prominent real estate agents and unique properties.

GRAPHIC & WEB DESIGNER | BG MANAGEMENT

June 2015 - Mar 2016 | Denver, CO

- Led all UI design of customized client portals by producing wireframes and branded mockups for clients in the healthcare industry.
- Independently worked with Executive Leadership to build brands for two new companies under the BG Management umbrella.
- Designed websites, tradeshow displays, and educational brochures for all companies under BG Management.

GRAPHIC & WEB DESIGNER | BIG FAT DESIGNS LLC

May 2014 - Apr 2015 | Wausau, WI

- Collaborated with CEO and other web designers to build custom websites for local businesses in Wausau, WI.