

LACEY FRENCH

GRAPHIC DESIGNER

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BACKGROUND

I am a freelance graphic designer with **over 10+ years of professional experience**. I have worked with new companies, non-profits, small businesses, printers and publishers in a number of design forms. Having experience that spans **magazine & book publications, web design, social media campaigns, online mailers, signage, branding and logos**. Overseeing the operation of entire event programs from **selling ads, designing/layout, proofing, preparing files and printing**.

I am passionate about not only beautiful work but functional designs. Nothing is better than the feeling of when your client loves the concept you have produced for them.

ENTREPRENEURSHIP

LACEY DIEHL DESIGNS 2009- PRESENT

In 2009, at the age of 19, I was given an opportunity to freelance with a small magazine publisher, giving birth to Lacey Diehl Designs. Gaining an understanding in business paperwork and management, as well as, meeting with clients to understand their needs and the purpose of the job. Also, supplying customer with design concepts and printing.

COLOR MIXER PAINT STUDIO 2015-PRESENT

With a love for not only design but painting, in 2015, I founded my own venue/private paint class business. Responsible for all advertising from the branding, social media platform, web design, and any printed materials. As sole instructor I form all painting concepts for the class. I am responsible for instructing a piece of art to up to 30 students at one time in a 2 hour time period. As of 2019, the business has grown steadily, teaching over 1300 students per year, leading me to open my own studio.

Being able to make a businesses out of my dreams has been one of my greatest accomplishments.

EDUCATION

The Art Institute of York-Pennsylvania
Associate Degree in Specialized Technology, December 2008
Major: Graphic Design.
(GPA 3.8)
Alpha Beta Kappa National Honor Society

SKILLS

I am skilled in Adobe Creative Suite and utilize Illustrator, Photoshop, and InDesign on a daily basis.

I enjoy doing freehand illustrations and paintings that I can recreate digitally in illustrator for a more unique design for clients.

Understanding of ad design and article layout in book/magazine. Preparing files for printing multi-page products through InDesign.

Manipulating photos in Photoshop to help cohesively fit a clients advertising.

Using Dreamweaver and a general understanding of web design, basic coding and online website templates.

Painting and illustration work in multiple mediums

RELATED EXPERIENCE/ CLIENTS

Roots for Boots, New Oxford, PA 2015- Present

- A non-profit company that helps US veterans and their families with any of the financial, physical, emotional needs they may have. I design fliers, hand drawn artwork, apparel designs, campaign mailers and logo designs to help boost awareness and donations.

Blackfoot Productions, Boonsboro, Maryland 2012 - Present

- A multimedia company that produces videos/commercials for clients. I provide redesigns of artwork/logos, photo manipulation, and illustrations for the clients of Blackfoot. Also in charge of designing and changes of the Blackfoot Productions website.

The Acts of Kindness Theatre Co., New Oxford, PA 2009 - Present

- A non-profit theatre company that produces musicals and plays for local community. I collect information for ads and compose playbills for musicals/plays. Set up files for printing, along with communicating with printer.

Bare Skin Care and Laser Center, Hanover, PA 2012- Present

- A medical spa where I was responsible for helping discuss and brand the companies look/feel. Helping come up with a campaigns for advertising and designing of billboards, fliers, magazine advertisements and logos. Organizing Google drive files and documents for quick access for multiple workers.

Amy Beachy Realtor, Lancaster, PA 2019 - Present

- Creating real estate business related business cards, social media advertising and fliers to help promote the Realtor.

Panoptic Communications Group, Lancaster, PA 2010 - 2019

- Sold, designed and organized ads for high-end bridal venue magazines. Created website, social media artwork and contracts.

Codorus Blast/Friends of Codorus, Spring Grove, PA 2011 - 2014

- Sold, created and collected ads for event program. Responsible for laying out design of event program, finding printing pricing, and setting up files for print, and distributing programs.

OTHER RELATIVE POSITIONS

Cooperative Education Program, Customer Service Management, The Sheridan Press, Hanover, PA - 2006-2007

- Assisted Account Managers in organization of files, book reprint orders, and job jackets. Gained experience in order entry, and using Microsoft Excel. Developed a knowledge for the printing industry.