

LANI SCHREIBSTEIN

Excell at simplifying complex concepts into compelling designs. Able to meet deadlines in a fast-paced environment. Handle details with precision. Take and incorporate feedback with ease. Confident working solo and as part of a team.

VISUAL DESIGNER

Because Designworks

San Francisco, CA
05.2009 – present

- Branding design including application on signs, collateral, t-shirts and websites
- Design and develop responsive websites and landing pages
- Email design and deployment
- Design and production of print ads, postcards, brochures, catalogs and other marketing materials
- Design and produce product packaging
- Design and produce POP displays and tradeshow signs

ART DIRECTOR

Golden Gate Mothers Group Magazine

San Francisco, CA
11.2017 – present

- Manage 4 designers and 4 photographers
- Responsible for magazine visuals, print production, and submitting files to the printer on time
- Work collaboratively with editorial staff on magazine issue themes and article topics

GRAPHIC DESIGNER

Bay Area Discovery Museum

Sausalito, CA
12.2014 – 05.2015,
07.2016 – 03.2017

- Designed digital and print ads, direct mail, quarterly 20-page newsletters, on-site banners, signs, and collateral
- Created fundraising event invitations, programs, and signage
- Managed all photography, photo editing and asset library
- Coordinated printing of materials for entire organization
- Updated brand guide

MARKETING DESIGNER

Klutz

Palo Alto, CA
10.2007 – 5.2009

- Designed a range of marketing collateral including B2B and B2C catalogs, POP displays, and trade show signs
- Created static and animated banners and email assets
- Designed and coded landing pages and emails
- Directed product photo shoots

DIRECTOR OF ART & PUBLIC RELATIONS

Glass Alchemy

Portland, OR
01.2005 – 07.2007

- Coordinated company communications and media placement
- Built and maintained company website including a catalog of over 150 glass colors
- Designed catalog, print ads, t-shirts, and other collateral
- Managed glass donation requests and allocated \$10,000 in glass for classes, events and promotional purposes

GRAPHIC DESIGNER

Dark Horse Comics

Milwaukie, OR
03.2002 – 01.2005

- Developed branding and designed product packaging and print advertising for best-selling line of merchandise
- Designed comics, trade paperbacks, graphic novels, and books
- Redesigned catalog—design elements and color palette were incorporated into new website design
- Created identities for several different comic lines

VISUAL DESIGNER

CONTACT

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becausdesignworks.com

linkedin.com/in/lanicat

EXPERTISE

Ads	Magazines
Books	Mockups
Branding	Packaging
Catalogs	Physical Goods
Collateral	POP Displays
Emails	Presentations
Infographics	Sell Sheets
Landing Pages	Social Media
Logos	Websites

TOOLS

Photoshop	MailChimp
Illustrator	Wordpress
InDesign	Squarespace
Sketch	Shopify
HTML & CSS	Asana
Office	Slack

EDUCATION

BFA IN GRAPHIC DESIGN

Pacific Northwest College of Art
Portland, OR
2000

BA IN ART

Reed College
Portland, OR
2000