

# LANI SCHREIBSTEIN

503-701-8344  
lani@lanicat.com  
lanicat.com

## 8 years graphic design experience working in a range of disciplines.

Hard-working, dependable, self-reliant, amiable and flexible Graphic Designer who consistently meets deadlines and enjoys working as part of a team. Uses a combination of artistic skills and logic to achieve creative solutions to design problems. Handles details with precision without losing sight of the big picture.

## EMPLOYMENT

### Freelance Graphic Designer, lanicat designs

San Francisco, California  
January 2005 – present

Design logos, packaging and POP displays

Web site design and maintenance

URLs include:

comehometopdx.com

coolhomesinportland.com

silverbulletproductions.com

### Marketing Designer, Klutz

Popular children's book publisher, Palo Alto, California  
October 2007 – May 2009

Developed site architecture for B2B web site as part of a team and created wireframes, HTML template, and navigation buttons independently

Contributed to brand strategy for new product introduction across multiple platforms and created branding design in a short time frame

Designed 2 different product catalogs biannually, static and Flash banner ads, HTML e-mail, POP displays, sell sheets, event kits and invitations

Maintained company brand integrity across a variety of touchpoints

Directed product photo shoots

Checked color on press

Designed both consumer and business facing projects

### Director of Art & Public Relations, Glass Alchemy

Top manufacturer of borosilicate glass for artists, Portland, Oregon  
January 2005 – July 2007

Designed catalog, quarterly newsletter, brochures, posters, postcards, user manual, print ads, web ads and HTML e-mail

Created and updated web site

Coordinated printing with vendors

Wrote press releases and contributed articles to newsletter

### Graphic Designer, Dark Horse Comics

Internationally known publisher of comic books, art books, and comic-related toys and merchandise, Milwaukie, Oregon

March 2002 – January 2005

Developed branding and designed products, product packaging and print advertising for best-selling line of merchandise based on Tim Burton's book, *The Melancholy Death of Oyster Boy and Other Stories*

Designed identities for different comic lines

Selected Dark Horse identity color palette

Designed comic books, graphic novels, print advertising and sell sheets

Redesigned catalog and updated catalog monthly

## EDUCATION

### BFA in Graphic Design

Pacific Northwest College of Art, 2000

### BA in Art

Reed College, 2000

Commended for "Excellence in Scholarship," 1996

## EXPERTISE

Identity

Branding

Web sites

Information architecture

HTML e-mail

On-line advertising

Product packaging

Books

Catalogs

Direct mail

Point-of-purchase displays

Trade show graphics

## TECHNICAL SKILLS

Photoshop

Final Cut Pro

Illustrator

HTML

Flash

CSS

Dreamweaver

PDF

InDesign

Photography

QuarkXPress

## PROFESSIONAL ACTIVITIES

American Institute of Graphic Arts, San Francisco

InDesign User Group, San Francisco

## OTHER

Created line of bike and bumper stickers with Portland-related statements, 2006

Event Organizer for annual Portland Zine Symposium, 2005 – 2006

Board Member of the Independent Publishing Resource Center in Portland, Oregon, 2004 – 2007

Designed and self-published a 54-page book of black and white photography, 2000