



LANA MARSHALL

Design & Art Direction

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lanamarshall.com

## EDUCATION

**MAKERSQUARE** *Summer 2014, Austin, Texas*

Intensive 12-Week Front-End Development Bootcamp

**PRATT INSTITUTE** *2008-12, Brooklyn, New York*

BFA Communications Design, Emphasis in Graphic Design

## EXPERIENCE

### SOCIAL DISTILLERY

**Creative Director** — *September 2014 to Present*

- + Led and carried out a complete revamp of Social Distillery's branding.
- + Rewrote prominent sections of copy on Social Distillery's website.
- + Collaborated with small team on social campaign creative strategies.
- + Worked within tight turnaround times.
- + Managed graphic design team.

**Graphic Designer** — *December 2012 to September 2014*

- + Established the role of graphic designer within Social Distillery.
- + Designed social content for various B2B and B2C clients.
- + Interviewed and collaborated with design interns.
- + Created graphics for Whole Foods Market and Cancer Treatment Centers of America.

**Design Intern** — *July 2012 to December 2012*

- + Branded various Social Distillery documents and presentations.
- + Executed social graphics and branding for Social Distillery's clients, including Jive Software and Playboy Fragrances.

### HYATT REGENCY SAN ANTONIO

**Freelance Graphic Designer** — *June 2012*

- + Designed promotional material for the hotel's restaurant.

## CAPABILITIES

### SOFTWARE

Mac OS X  
Illustrator  
InDesign  
Photoshop  
After Effects  
Dreamweaver  
MS Office  
Flash

### DESIGN

Digital  
Print  
Packaging  
Branding  
Social Media  
Motion Graphics  
Silkscreen  
Photography

### WEB

HTML  
CSS  
GitHub  
Foundation  
Jekyll  
JavaScript  
jQuery  
SEO