

Lawrence Anderson

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PROFILE

For some design is just a profession. For me, it is a passion. As an independent creative professional I have had the opportunity to form and lead design teams that meet and exceed both design and strategic goals of my clients and other stakeholders.

EXPERIENCE

Evonus, Berkeley, CA

Founder (5/08-Present)

- Manage a Team of Freelance Creatives and Developers
- Oversee Client Services and Business Development
- Provide Creative and Art Direction

Freelance Identity Strategist and Designer (1/08-Present)

- Work with both independents and companies to establish new brand identity or remarket and rebrand already established organizations.

The Scholar's Workstation, UC Berkeley, CA

Marketing & Graphics Assistant (1/07-1/08)

- Create and maintain web and print materials
- Desktop publishing
- Oversee outsourced print production
- Provide technical & consulting services in the acquisition and set up of Mac, PC, printers, networking options, peripherals & software products.
- Work various marketing outreach events

DrivAd Inc., Aviso, CA

Graphic Designer (1/06-1/07)

- Lead a network of outside graphic designers for large scale print production and digital cataloging
- Create, maintain, and oversee company design standards
- Design proofs of concept
- Design outdoor print advertisements
- Communicate design problems and solutions to senior staff.

Dobson Images, Petrolia, CA

Graphic Designer (5/04-8/06)

- Create and maintain web and print materials.
- Digitally retouch large format photography
- Oversee outsourced web development

EDUCATION

University of California, Berkeley, CA

B.A., Mass Communications (8/04-5/08)

Founding member of UMCA (Undergraduate Mass Communications Association)

Member of Delta Upsilon International Fraternity

SKILLS

Creative:

Brand Identity Design, Advertising Design, Web Design, Internet Marketing, Design Project Management

Technical:

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Dreamweaver, Basic Adobe Flash, Microsoft Office, Intermediate (X)HTML and CSS