


# LORI THAYER

Brand Development, Graphic Design

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 Portfolio:  
[indd.adobe.com/view/8c826152-3d71-4c5f-8756-9f886a53c7e4](https://indd.adobe.com/view/8c826152-3d71-4c5f-8756-9f886a53c7e4)

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## SUMMARY

Highly motivated design professional with a proven track record of exceeding goals through the development of solid visual communications for business and non-profit organizations. Experienced in the creation of brand-based solutions for promotional materials and multichannel marketing campaigns. Strong communication, organization, writing, and leadership skills. Passionate learner. Exceptional attention to detail.

Creative, Original Design Concepts > Illustration > Web Content Management > Agency Management > Brand Communication Strategies > Trade Show Coordination > Online, Print, Radio & TV Advertising > Channel Marketing > Market Research > Staff Training & Management

## PROFESSIONAL EXPERIENCE

### TOWER BRIDGE INTERNATIONAL GROUP | NEW OASIS • HERNDON, VIRGINIA • SEPTEMBER 2017 TO PRESENT

*Tower Bridge | New Oasis is an International Education company who provides high school opportunities to foreign students in a homestay environment.*

#### Brand Development, Graphic Design, Marketing

- > Create print and digital art for a multiple-brnd, global education company including posters, flyers, social media graphics, email blasts, digital flyers, website management, and multichannel campaign materials for December Giving and International Spring Festival Celebration.
- > Developed brand strategy for multiple-brand, global company. Currently working on a verbal and visual brand development project basing new messaging on globally developed mission, vision, and values. Wrote a strategic marketing plan for our new, national business model.

### CBTEAM • ASHBURN, VIRGINIA • APRIL 2017 TO SEPTEMBER 2017

*CBTeam is a consultant firm that specializes in contract work in fields of eLearning and professional training.*

#### Graphic Designer

- > Created proposal graphics for Rite-Solutions, a software development firm.
- > Completed illustrations for Hatch, Inc., who provides tech solutions for early learners.

### PIMA COUNTY PUBLIC LIBRARY (PCPL) • TUCSON, ARIZONA • 2012–FEB 2017

*PCPL is a 26-branch library system with 500 staff members serving nearly one million people throughout Pima County.*

#### Brand Development, Graphic Design, Marketing

- > Sole graphic artist for Library system. Creatively designed all materials including website pages, social media graphics, brochures, posters, bookmarks, infographics, newspaper ads, bus wrap, facility signs, large format presentations, identity package, badges, business cards, booklets, annual reports, and PowerPoint presentations. Collaborated with stakeholders to understand project goals, plan direction, and address desired outcomes. Communicated and negotiated with all vendors.
- > Initiator and lead in branding effort for PCPL, guiding diverse staff of fifteen through a one-year branding process resulting in deliverables of a complete visual brand, organizational communication strategy, and a PCPL messaging package. Created a cohesive brand presentation throughout the 26 branch library system using print, website, and social media channels. Produced a physical and digital Brand Guide ([www.library.pima.gov/brand-guide/](http://www.library.pima.gov/brand-guide/)) with templates for staff use.
- > Collaborated with team of three to develop the PCPL marketing plan and strategy. Launched all multi-channel marketing campaigns. Member of Orange Boy's market research team for the PCPL system and part of Bibliocommons new website development team.
- > Used valuable oral communication skills in presentations and trainings to the Library Board, Friends groups, Executive Team, staff, and state library associations.
- > Managed and trained graphic design assistants.
- > Proven time management skills with strong ability to organize and handle task schedules to achieve timely project completion.
- > Administered \$100,000 print budget.

### ITW ELASTEK • TUCSON, ARIZONA • 2010–2011

*Having a presence in five states in the Southwest region, Elastek is a \$10 million dollar roof-coating manufacturer.*

#### Marketing Manager, Brand Development

- > Produced and implemented Elastek's new visual brand. Updated graphics and created a consistent, professional brand look across all channels.

- ›Managed media advertising including radio, television, internet, and print. Designed collateral pieces, created print advertisements for industry trade magazines, generated newsletters, and oversaw purchase of logoed items. Communicated and negotiated with all vendors.
- ›Coordinated with numerous Ace Hardware marketing groups nationwide to design and place advertisements in their regional circulars. Created POS pieces for Ace Hardware stores.
- ›Developed booth graphics and marketing presentations for large, industry-focused trade shows.
- ›Performed content management of company website.
- ›Administered \$40,000 marketing budget.

**ARIZONA MAIL ORDER/ORCHARD BRAND • TUCSON, ARIZONA • 2004–2010**

*Arizona Mail Order Company was a direct mail retailer of apparel and shoes for women in the United States which consisted of many titles and diverse product offerings.*

Layout Artist (2008–2010), Image Specialist (2007–2008) & Interim Manager (2007), Production Artist (2004–2007):

*Advanced quickly through numerous creative positions and became a valuable asset to the company.*

- ›Developed brand-based concepts for multiple women’s fashion catalog titles.
- ›Processed catalog layouts from beginning to end by selecting and editing photography, delivering concept presentations, and handling final color print proofing.
- ›Edited imagery: converted raw photography, retouched and composited images, corrected color, and added illustrated elements to photos.
- ›Back-end preparation and proofing of catalog spreads. Precision “by-the-numbers” editing of final layouts, logo recreation in Illustrator, pre-flight of all files before sending to press. Adhered to each catalog brand specifications.
- ›Managed staff, trained new employees, and generated written procedures which improved speed and consistency in production.

**A GRAPHIC SOLUTION • WINDSOR, CONNECTICUT • 1995–2004**

*A Graphic Solution was an ad agency based in Connecticut which serviced primarily non-profit clients in the education and health industries.*

Co-Owner:

- ›Oversaw all design and copy writing activities. Responsible for consultation and negotiation with clients. Formulated job cost estimates, developed project concepts, and executed production through project completion. Administrator of daily business operations.
- ›Designed all materials for several large fundraising events held by the Arthritis Foundation (Southern New England Chapter)—attracting sponsors including Jodi Rell, Governor of Connecticut and Geno Auriemma, coach of the women’s Olympic basketball team.
- ›Produced print advertising for Harvard School of Public Health, executed national product launches for leading emergency lighting manufacturers, and acted in a marketing capacity for numerous other organizations.

**TECHNICAL SUMMARY**

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Expert level in Adobe InDesign, Photoshop, Illustrator, and Acrobat. Excellent skills in Microsoft Word, Excel, and PowerPoint. Knowledge of Dreamweaver and HTML, CSS, Java, PHP, and C programming languages. Experienced with Wordpress and other CMS. Mac and PC.

**EDUCATION**

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- ›Certificate of Web Programming—Pima Community College, Tucson, Arizona
- ›Bachelor’s Degree, Magna Cum Laude—University of Maryland, College Park, Maryland

**HONORS & AWARDS**

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- ›Library card designs were recognized in Book Riot’s 2017 #Riot Grams challenge.
- ›Nominee of Pima County Women’s Commission 2015 Women in Government Award in the Synergy Category.
- ›2016 PCPL Exceptionality Award nominee Most Valuable Player in Individual Category.
- ›2015 PCPL Exceptionality Award winner Most Valuable Player in Team Category.
- ›2014 PCPL Exceptionality Award winner for Most Valuable Player in Individual Category.