

# Vanessa Lucius

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734.255.6437 | 310 E. 25th St. | Minneapolis, MN | 55404

*Graphic Designer with experience ranging from concept to production in print, PowerPoint and web. Particularly successful managing multi-faceted print campaigns; planning timelines and meeting deadlines; and coordinating branding. Experience working both collaboratively and independently. Pursuing creative opportunities to leverage PowerPoint skills.*

## EXPERIENCE

### **Ministry Assistant**

CityLife Church  
Saint Paul, MN | 2011—Present  
*Women's ministry, community service and engagement, and administration*

- Design marketing pieces, from branding, to signage and bulletin covers
- Create weekly worship documents, including PowerPoint presentations and printed bulletins
- Innovate various processes to increase efficiency
- Manage public calendar, online directory and document databases

### **Senior Graphic Designer**

OptumHealth  
Minneapolis, MN | 2009—2011  
*Presentation specialist*

- Transformed over 250 unique documents into accurate, brand-compliant, and animated PowerPoint presentations for dynamic communications
- Delivered quick-turn designs and met objectives of internal clients
- Creatively managed projects from inception to production
- Managed image library, purchasing, and licensing

### **Freelance Graphic Designer & Marketing Consultant**

Minneapolis, MN | 2009—Present

- Created diverse logo, branding, and graphic design
- Served clients which vary in size, industry, and location
- Advised on how to translate a print-based industry to web

### **Graphic Designer & Communications Specialist**

Memorial Blood Centers  
Minneapolis, MN | 2008—2009  
*Designer, copywriter, and editor for web and print; webmaster*

- Excelled in a variety of mediums, from variable data printing to brochures, posters, advertisements, and invitations
- Managed corporate website, increasing accessibility for audience
- Revitalized organization branding and new website to create and leverage a contemporary but timeless brand-organization association

### **Communications Coordinator**

The University of Michigan  
Undergraduate Admissions  
Ann Arbor, MI | 2007—2008  
*E-communication/CRM manager for design and copy; web designer and manager; designer, copywriter and editor; liaison for print production and vendor relationships*

- Planned and implemented comprehensive marketing strategy, including print and e-communications for over 350,000 prospective applicants to maximize admission counselors' recruitment
- Sent over 150 unique html emails per year to 410,000 users to amplify organization's marketing strategy
- Created newsletters, articles, and advertisements in national magazines, brochures, direct mail, invitations, and web sites to benefit recruitment
- Coordinated production planning, including negotiation, pre-press, and supervision of offset and digital printing, ensuring quality and competitive prices

## EDUCATION

**University of Michigan**  
Ann Arbor, MI | 2007

Bachelor of Fine Arts  
*School of Art and Design-Magna Cum Laude*

## MAC/PC SOFTWARE

- Creative Suite: InDesign, Photoshop, Illustrator, Dreamweaver
- Customer Relationship Management (CRM): RightNow Technologies
- Microsoft Office: Word, PowerPoint, and Excel