

Marielle Lorentz

DESIGNER

WWW.MARIELLELORENTZ.COM

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732-580-2550

Graphic Designer. Web Designer. Design Obsessed.

A passionate designer, on and off the computer. I create graphic solutions through various methods. Constantly learning, improving, and inventing new ideas. Let me design for you.

Work Experience

PCG Digital Marketing

October 2014 - Present

Graphic Designer

Responsible for rebranding entire company, logo redesign, redesigning websites, and creation of marketing material. Providing artwork for national conferences, along with client based work. Working heavily within the marketing department, as well as social media team to provide visuals for marketing campaigns.

Lawn Doctor, Inc.

April 2012 - October 2014

Head Graphic Designer

Responsible for print and web graphic elements used in national campaigns. Providing graphic based marketing material and artwork needed for franchisees to further Lawn Doctor branding including trade show pieces, digital and print ads, full page brochures, and direct mailing artwork.

Entourage Yearbook

July 2011 - March 2012

Graphic Designer

Created original yearbook cover designs, page layouts, and graphic artwork. Helped design packaging and marketing materials. Involved in the production process; closely editing and preparing material for print production.

Freelance

Stay Rad

Creator of Stay Rad blog and online shop for my personal art projects and collaborations including art prints, illustrations, and mixed media artwork.

www.juststayrad.com

Marielle Lorentz Design

Freelancing my skills for a wide range of projects, among varied companies, small or large. Including both print and web work.

www.mariellelorentz.com

Skills

Technical Knowledge

Adobe Suite

Photoshop, Illustrator, InDesign, Dreamweaver, Flash

Final Cut Pro | Adobe Premier

HTML | CSS

Wordpress | DNN

Microsoft Office | iWork

Mac OS X & Windows Environments

Personal Expertise

Digital Art

Illustration | Sketching

Photo Editing

Video Editing

Typography

Editorial Layout

Screen Printing

Digital printing

Prepress

Social Media Marketing

Branding

Detailed Oriented

Strong written and verbal communication skills

Education

University of Central Florida - Orlando, FL

B.A. Digital Media | 2007 - 2011