

CHANDA LANIER

chandalanierdesign.com

615-584-4354

EDUCATION/EXPERIENCE

Bachelor's degree in Graphic Design with 27+ years experience in Graphic Design or related field.

- While in college designed for MTSU's in house agency – PUBLICATION & GRAPHICS
- **11 years** designing for THE DAILY NEW JOURNAL. Sole designer for Editorial department, Lifestyles department and Sports Department. Deadline driven work that included Page layout, illustration and info graphics, acquiring all Press Materials needed for page layout and Cover Design/Illustration for special sections.
- **9 years** designing for TNECD State In-house agency. This work included logo, illustration, layout print and website work not only for TNECD but also for various State departments including:

TN FILM COMMISSION

RETIRE TENNESSEE (logo, website and print materials)

TENNESSEE MAINSTREET (logo work for community signs)

TENNESSEE DOWNTOWNS (logo and print)

DEPARTMENT OF EDUCATION

KIDCENTRAL

THE OFFICE OF THE GOVERNOR

THE OFFICE OF THE FIRST LADY

Each job included initial consultation with the client, design work, providing the client with and maintaining a design and print schedule, handling bids for print and promulgation statement paperwork, working with printer, and following up on delivery of final product.

- **FREELANCE DESIGN** that included logo design, illustration.

Over 7 years designing both full-time and freelance for The United Methodist Publishing House has given me a chance to work on year long campaigns, learn new programs, build emails, and design catalogs and other direct mail pieces. I was also in charge of new hire follow-up training for catalog design.

KNOWLEDGE, SKILLS AND ABILITIES

Proficiency in Adobe Suite (Photoshop, Illustrator, Indesign) , Acrobat, Microsoft, Powerpoint, Word, IBM, Davinci, Acoustic.

- Initial consult with clients on large projects, setting project deadlines, designing comps, and procuring print services • Design concepts for packaging and advertising
- Photoshop, InDesign, QuarkXpress, Illustrator, FreeHand, Word, PowerPoint, Excel, and InMotionNow • Email design/layout using Acoustic
- Four-color processing
- Illustration
- Collaborating with photographers on shoots
- Producing ads, rack cards and billboards for newspaper promotions and Nashville Chapter Red Cross
- Writing copy for print media
- Communicating corporate identity through rebranding and creating brand guidebook

RELEVANT WORK HISTORY

1994 - 2005 The Daily News Journal, Murfreesboro, TN

1993 - 2005 Graphic designer for Murfreesboro Little Theater

1993 - Present Freelance Graphic Design Artist

2005 - 2014 TN Department of Economic and Community Development

2014 - 2021 Graphic Designer 2 position at The United Methodist Publishing House

2021 - Present Freelance for The United Methodist Publishing House