

# VINCE LANE

DESIGNER / PROBLEM SOLVER / THINKER

## CALL OR CLICK

vince@vincelane.com  
312.231.0277

849 W. Cornelia, #3N | Chicago, IL 60657  
portfolio available at vincelane.com

[reference available upon request]

## SUMMARY

- Talented, energetic designer with more than 5 years experience in communication design for the web
- Expert knowledge of Photoshop, Illustrator, InDesign, and Flash
- Strong emphasis on simple, clean Web 2.0 design
- Implemented and designed successful E-mail marketing campaigns from conception through production
- Designed numerous web-based banner ad marketing campaigns through use of strong design
- Expert knowledge of cross-browser compatible, standards compliant HTML/CSS
- Proficiency using Javascript frameworks jQuery, MooTools and Script.aculo.us

## HISTORY

### JUNE 2007–PRESENT

#### Art Director, Chicago Free Press

- Responsible for the design and implementation of all web-based marketing collateral, including banner ads, E-mail marketing campaigns and promotional micro-sites
- Designed, built and maintain web presence, available at [chicagofreepress.com](http://chicagofreepress.com)
- Currently designing and developing a new web presence to launch in 2010
- Re-branded the company in 2008 through use of a new logo, corporate color schematics and marketing collateral
- Redesigned print materials from concept to production

### JUNE 2006–JUNE 2007

#### Web Designer/Developer, Little Green Cube

- Designed web sites, online marketing campaigns, E-mail marketing campaigns and banner ads from concept through completion, with a strong emphasis on contemporary Web 2.0 design
- Designed web based content management systems with a strong emphasis on user interaction and accessibility
- Collaborated with development team to implement standards compliant HTML/CSS for a cross browser compatible web experience

## EXTRA PROJECTS

### NOVEMBER 2009

#### Web Design Consultant, McNutt & Dennen

- Designed a new web presence with a contemporary, high-end web 2.0 appeal through use of strong design skills
- Designed an E-mail marketing campaign to keep McNutt & Dennen in contact with their clients
- Redesigned brand identity with a new logo, corporate color schematics
- Site is currently under development, however samples from this project are available in my portfolio

### SEPTEMBER 2009

#### Web Design Consultant, Yoga by Bun

- Designed a web presence with strong use of clean Web 2.0 techniques, including sharp color palette, gently rounded corners, subtle drop shadows and strong imagery
- Designed an E-mail marketing campaign to keep customers connected with Yoga by Bun
- Complete project available at [yogabybun.com](http://yogabybun.com)

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## EXTRA PROJECTS [CONT.]

MAY 2009

### Web Design Consultant, The Hyperagency

- Designed content management based web presence with an emphasis on contemporary, clean aesthetic
- Created new brand identity
- Established corporate graphic standards manual, and marketing materials
- Coordinated continued tech support
- Complete project available at thehyperagency.com

SEPTEMBER 2008

### Web Design Consultant, Full Life

- Designed and developed a series of micro sites to serve as a sales presentation tool
- Emphasis on bright, uplifting design with a simple user interface
- Designed series of ads, both for web and print mediums
- Samples from this project available in my portfolio

JUNE 2008

### Web Design Consultant, UrTurn

- Designed company identity including logo and color schematics
- Incorporated user-interface optimization, extensive use of standards compliant HTML/CSS
- Worked on several projects simultaneously

## TALENT

### B.F.A., Advertising Art Direction

#### Columbia College, Chicago

- Expected 2010

### Creative technologies

- InDesign
- Illustrator
- Photoshop
- Dreamweaver
- HTML/CSS
- E-mail marketing
- Drupal
- Wordpress
- Javascript
- jQuery, MooTools and Script.aculo.us
- PHP/MySQL
- Flash