

# Vanessa Lucius

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734.255.6437 | 310 E. 25th St. Apt C41 | Minneapolis, MN | 55404

*Graphic Designer with experience ranging from concept to production in print 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 marry passion for fine arts, social justice, or faith with community engagement.*

## EXPERIENCE

### Senior Graphic Designer

OptumHealth  
Minneapolis, MN | 2009—Present  
*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
- Designed graphic visuals to leverage sales and marketing message
- Creatively and efficiently 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 for audiences ranging from 45 to over 1,000
- 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
- Developed proposals and recommended admissions management strategies involving innovative projects

## 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

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## EXHIBITIONS

### 2009

Aldrich Arts | Minneapolis, MN  
*Proposed, curated, instructed  
classes and exhibited*

- Aldrich Arts Collaborative: Affordable Art Classes and Gallery

Gallery 707 | Minneapolis, MN  
*Group exhibition*

- Re-focus: Photos from the Field

### 2007

MSU Museum | East Lansing  
*Solo exhibition*

- Reflections on Displacement and Restoration: art from workshops with the Lost Boys of Sudan

Slusser Gallery | Ann Arbor, MI  
*Solo installation*

- Reflections on Displacement and Restoration: art from workshops with the Lost Boys of Sudan

Marble School | East Lansing  
*Solo exhibition & community  
engagement with Cub Scouts, the  
Sudan Awareness Support Group  
of Michigan State University  
(SASG), and the MSU Sudanese  
Student Association (SSA)*

- Reflections on Displacement and Restoration: art from workshops with the Lost Boys of Sudan

### 2006

Work Gallery | Ann Arbor, MI  
*Proposed, curated and exhibited*

- Australia: The Land Down Under (Down Under)

### 2005

Slusser Gallery | Ann Arbor, MI  
*Group exhibition*

- The Water Show

Slusser Gallery | Ann Arbor, MI  
*Group exhibition*

- International Study Exhibition