



lynne egensteiner

As a skilled graphic designer, I leverage a strong blend of artistic and technical abilities to create visually appealing and effective designs. Proficient in industry-standard design software, I have a keen eye for detail and a deep understanding of design and marketing principles. My creativity, coupled with strong communication skills, allows me to collaborate effectively with clients and cross-functional teams.



experience

MAY 2018 - PRESENT

Senior Graphic Designer/Illustrator/Photographer

Locations, LLC, Honolulu, HI (Biddeford, ME)

Developed, created and implemented all print and digital marketing assets

Served as creative lead for brand/logo development, advertising and marketing campaigns.

Collaborated with in-house marketing team to support 200+ real estate agents with print and digital communications, social media graphics and campaigns, charts and infographics, crm management, website development and editing, photography (editorial, product, portrait, event, editing), copy writing and editing.

Managed and mentored junior designers and marketing coordinators.

JUNE 2014 - PRESENT

Graphic Designer/Illustrator/Photographer EgensteinerDesign, USA

Collaborated with clients to understand their design needs and goals, resulting in visually appealing and effective design solutions.

Developed brand identities, marketing collateral, and digital assets for a diverse range of clients across various industries.

Executed projects from concept to completion, ensuring adherence to brand guidelines and maintaining a cohesive visual identity. Including: annual reports, magazines, websites, marketing campaigns, catalogs, corporate presentations, events, packaging, infographics, and photography.

Maintained effective communication with clients to understand project requirements and deliver designs that exceeded expectations.

Established and cultivated strong client relationships, leading to repeat business and positive referrals.

MAY 2010 - MAY 2014

Graphic Designer/Photo editor, Island Style Images, Haleiwa, HI

Created marketing campaigns, developed brand and logo, produced digital and print materials.

Assisted with a wide variety of photo shoots and managed all photo retouching.

OCTOBER 1999 - FEBRUARY 2001

Graphic Designer, Stoorza Advertising and PR, San Diego, CA

Managed a variety of design projects for clients, including logo and brand development, ad campaigns from concept to execution, wide variety of print and digital marketing collateral, multimedia presentations and packaging. Clients including: Scripps Memorial Hospital, The Urban League, La Costa Spa, Quidel, San Diego Adoption, The Meridien, The Learning Network, and California Health Services.

SEPTEMBER 1992- AUGUST 1999

Graphic Designer, High Mountain Press, Santa Fe, NM

Designed, illustrated and produced book jackets, catalogs, and magazines: 45 titles a year, 4 periodicals, retail catalogs for 5 book divisions. Responsible for production, job trafficking, and print buying. Managed advertising efforts from design through production.

skills

Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, PR, BR), Jira, Salesforce, Marq, Canva, Excel, Word, Powerpoint, Acrobat, FB/IG Marketing, Adwerx

Strong understanding of design principles and typography

Excellent communication and collaboration skills

Ability to manage multiple projects simultaneously

Knowledge of current design trends and technologies

Skilled Photographer and expert photo editor

education

Graphic Design Program
Pratt Art Institute, NY

Bachelor of Fine Arts
Studio Arts; Art History
Ithaca College, NY

Art and Design Program
Syracuse University CTR, Italy