

# Laine Secrest

## Graphic Designer, Marketing Specialist, Events Programmer

Avondale, AZ 85392

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## Professional Summary

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Creative professional with extensive experience in graphic design, arts education, and event coordination. Proven ability to lead teams, manage projects, and deliver high-quality designs across print and digital mediums.

With a strong attention to detail, organizational skills, and expertise in design tools, I am committed to delivering visually engaging, innovative solutions across all projects.

Willing to relocate to: California

Authorized to work in the US for any employer

## Work Experience

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### Recreation Programmer - Events & Marketing

City of Avondale-Avondale, AZ

July 2023 to Present

- Directed logistics for 16 annual events, including venue & vendor procurement, coordination, and onsite management.
- Communicated with hundreds of exhibitors, local schools, districts, and government agencies, and vendors across the entertainment and community outreach industries to integrate services and activities.
- Streamlined registration processes using CivicREC and ActiveNET software to improve organizational efficiency and user experience.
- Developed and implemented marketing campaigns for 16 annual events, 4 sports leagues, dozens of classes, monthly newsletters, NRPA Parks & Rec Month Campaigns, and more.
- Drove engagement by the following metrics: Facebook user base by 4k users, Instagram user base by 2k users, and doubling MailChimp subscriptions overall.
- Crafted detailed event schedules and timelines for employees, vendors, and safety groups to to guarantee timely task completion and seamless integration of services.
- Increased participation in post-event evaluations by 50%- leading to increased data for performance improvements.
- Designed comprehensive traffic plans and floor plans, optimizing traffic flow, line management, stage management, seating arrangements, and accessibility.
- Managed budgets, monitored expenses, and delivered high-quality 5-star events within financial constraints.
- Supervised onsite operations to ensure flawless execution of all planned activities.
- Responded quickly and collaborated cross-functionally with local authorities and operations to resolve any on-site emergencies.

### Recreation Assistant - Marketing Emphasis

City of Avondale, AZ-Avondale, AZ

June 2022 to July 2023

- Utilized Canva Premium to design promotional materials, including flyers, banners, and decorations, to drive awareness, recognition, and attendance for events and classes.
- Created engaging social media posts to promote activities & event, enhancing community engagement and participation.
- Managed schedules and deadlines using Microsoft Office tools to ensure efficient communication and task completion.
- Delivered exceptional customer service by enrolling clients in programs and addressing inquiries both in-person and online.
- Assisted in developing, planning, and executing dozens of events and programs tailored to community interests.
- Oversaw event logistics, registration management, equipment setup, and coordination of event-day activities.
- Operated as a team lead and trained new staff on processes for facilitating recreational activities and utilizing marketing tools effectively.
- Collaborated with cross-departmental teams to resolve facility-related concerns and improve overall service delivery

### **Recreation Assistant - Class Instructor**

City of Avondale, AZ-Avondale, AZ

June 2022 to July 2023

- Designed curriculum, presentations, activities for three levels of “Painting Acrylics for Beginners”
- Guided youth and teens in mastering the fundamentals of 2D design, providing personalized feedback and support to enhance their artistic growth.
- Created a welcoming and inclusive classroom environment that encouraged self-expression and creative exploration.
- Fostered confidence in students by encouraging experimentation and embracing artistic risks.
- Adapted lesson plans to accommodate diverse learning style ensuring equitable access to art education.
- Integrated discussions on art history and cultural contexts to deepen students’ appreciation for various artistic traditions.
- Maintained effective classroom management strategies to promote focus, collaboration, and a positive learning experience.

### **Graphic Designer**

Paperclip Publishing-Arizona

January 2021 to June 2021

- Designed book covers, promotional materials, merchandise concepts, visually compelling logos, social media graphics, responsive web interfaces, and internal communications for a diverse range of clients.
- Managed project timelines, met deadlines, and communicated effectively with publishers and clients.
- Created high-quality digital and print designs using Adobe Creative Suite
- Collaborated with authors, developers, and photographers while incorporating client feedback to refine and improve designs and deliver solutions.
- Presented design concepts and rationale in client meetings, securing approval and fostering strong relationships.
- Maintained an organized archive of projects for portfolio updates and client reference.

### **Painting Instructor**

Painting with a Twist-Tempe, AZ

August 2020 to January 2021

- Taught painting techniques to children, adults, and hobbyists, fostering a fun, confidence-building, and creative environment.
- Educated in casual setting on color theory and design principles, encouraging foundational artistic skills.

- Conducted engaging "paint and sip" classes, blending entertainment with accessible art instruction for adult participants.
- Adapted teaching methods to suit varying skill levels and provided personalized guidance to ensure an inclusive and enjoyable learning experience for all attendees.

## **Lead Graphic Designer**

Institute for Human Development-Flagstaff, AZ

May 2017 to December 2019

- Directed a team of designers to develop visual solutions for print and digital projects using Adobe Creative Suite.
- Established and implemented department branding guidelines, codifying visual identity across all platforms and use-cases.
- Designed and delivered high-quality deliverables, including brochures, newsletter and social media campaigns, and website graphics.
- Mentored junior designers on software proficiency, design principles, and presentation strategies.
- Developed and optimized workflows and file management for multiple ongoing projects, increasing team productivity.
- Managed multiple projects simultaneously, meeting tight deadlines and staying within budget constraints.
- Acted as a client representative and conducted design reviews, providing constructive feedback to maintain quality and foster team growth.
- Collaborated with clients and affiliated organizations to ensure deliverables exceed client expectations.
- Developed prototypes, wireframes, mockups and presentation decks to visualize concepts and gather stakeholder feedback.
- Partnered with copywriters and external vendors to ensure cohesive and effective content delivery and accessibility.
- Managed and re-designed a responsive and engaging website for client, AIVRTTAC, optimizing for usability and performance.
- Produced infographics to translate complex data into visually engaging and easily understood formats.

## **Director of Illustrations**

The Lumberjack - Northern Arizona University Student Publication-Flagstaff, AZ

August 2016 to May 2017

- Founded division and led a team of 10 artists, overseeing assignments and ensuring completion of project requirements.
- Acted as the primary liaison between authors and illustrators, facilitating clear communication and collaboration.
- Assessed team members' strengths and delegated tasks based on skill sets to maximize efficiency.
- Conducted team meetings to discuss project progress, address challenges, and set expectations.
- Collaborated with journalists to generate engaging and visually appealing illustrative content.
- Managed assignment communications, including emails, deadline reminders, and progress check-ins.
- Created additional content as needed to meet tight deadlines, handling unexpected assignment changes.

## **Junior Graphic Designer**

Institute for Human Development-Flagstaff, AZ

May 2016 to May 2017

- Designed flyers, promotional materials, print products, and other visual assets.
- Developed interactive learning experiences using Adobe Captivate,
- Edited promotional videos and created animations to complement larger multimedia projects.
- Maintained and updated the organization's website, ensuring functionality and visual appeal.
- Produced illustrations and graphics for integration into diverse projects, adhering to brand guidelines.

- Gained proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) through hands-on application.
- Participated in team meetings to understand workflows, project briefs, and design objectives.

### **Comics Editor**

The Lumberjack - Northern Arizona University Student Publication-Flagstaff, AZ  
September 2015 to August 2016

- Managed a team of 5 artists, overseeing the creation and completion of weekly comic strips.
- Created a personal weekly comic, contributing to the publication's visual content and readership.
- Compiled, optimized, and edited comic placements ensuring cohesive layout and design.
- Grew department into the larger illustrations department that has persisted since 2016

## Education

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### **Bachelor's degree in Visual Communications**

Northern Arizona University - Flagstaff, AZ  
August 2014 to May 2019

## Skills

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- Adobe Creative Suite
- Digital Art
- Art Instruction
- Adobe Illustrator
- Adobe Premiere
- Clip Studio Paint
- KRITA
- PaintTool SAI
- Adobe Photoshop
- Graphic Design
- Illustration
- Branding
- Web Design
- CSS
- Responsive Web Design
- User Experience (UX)
- User Interface (UI)
- Adobe Dreamweaver
- Adobe InDesign
- Typography

## Links

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<https://laine secrest.wixsite.com/portfolio>