

Laine Secret

Lead Designer

I lead teams in creating awesome, on-brand designs for clients, from event branding and social graphics to e-module creation and everything in between!

Freelance Creative

I've worked on everything from book covers and business cards to website designs and social media graphics!

I communicate with my clients to ensure projects run smoothly and hit deadlines—all while delivering top-notch results.

Events Planner

I plan and organize large-scale events, ensuring everything from logistics to guest satisfaction is spot-on.

I handle vendor contracts, venue needs, backend budgeting, marketing efforts, and on-site management- always delivering an incredible event!

Hard Skills


- ✦ Graphic Design
- ✦ Illustration
- ✦ Events Organization
- ✦ Arts & Entertainment
- ✦ Digital Accessibility

Soft Skills

- ✦ Leadership
- ✦ Creative Thinking
- ✦ Collaboration
- ✦ Time-Management

Designer, Creative, and Events Professional

I'm a creative thinker and problem-solver with a knack for staying organized and making magic happen!

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Education

2014-2019 | Visual Communications

Northern Arizona University

Programs & Applications

- ✦ Adobe Creative Suite
 - ✦ Illustrator, Photoshop, Lightroom
 - ✦ Premiere Pro, After Effects
 - ✦ InDesign, Acrobat Pro
- ✦ Microsoft Office Suite
 - ✦ Excel, Word, PowerPoint, Publisher
- ✦ Canva, ProCreate, Clip Studio PRO
- ✦ Figma, Adobe XD, Sketch
- ✦ Blender, Cinema 4D
- ✦ META Business Suite, Later, Hootsuite
- ✦ MailChimp, Outlook
- ✦ Trello, Asana, Teams, Slack, Zoom
- ✦ Wix, Squarespace, Wordpress
- ✦ HTML/CSS

Work Experience

Avondale Parks & Recreation 2023-2025 | Recreation Programmer

- ◆ **Managed** event logistics—booking venues, vendors, budgeting and site supervision.
- ◆ **Coordinated** with hundreds of vendors, schools, districts, and agencies.
- ◆ **Ran** marketing for events, leagues, classes, newsletters, and national campaigns.
- ◆ **Created** event timelines and schedules.
- ◆ **Designed** floor and traffic plans to manage flow, accessibility, and layout.

2022-2023 | Recreation Assistant

- ◆ **Designed** flyers, banners, and social graphics
- ◆ **Handled** event logistics, registration, setup, and day-of coordination
- ◆ **Created** and taught Art Lab and Painting Classes
- ◆ **Adjusted** lesson plans for inclusive audiences
- ◆ **Maintained** a well-managed, collaborative, and fun classroom.

Paperclip Publishing 2021 | Freelance Graphic Designer

- ◆ **Designed** book covers, merch, logos, UI, social media graphics, and more for a variety of clients
- ◆ **Utilized** Adobe Creative Suite to create high-quality designs for both digital and print
- ◆ **Managed** timelines, hit deadlines, and kept clear communication with clients and publishers
- ◆ **Collaborated** with authors, devs, and photographers
- ◆ **Presented** concepts to clients and built strong working relationships
- ◆ **Maintained** a well-organized archive of projects for future use and portfolio updates

Painting With a Twist 2020-2021 | Paint Party Lead

- ◆ **Taught** painting to kids, adults, and hobbyists in a fun, welcoming environment.
- ◆ **Introduced** color theory and design basics in a relaxed, easy-to-understand way.
- ◆ **Led** “paint and sip” classes, mixing creativity with entertainment for adults.
- ◆ **Adapted** lessons to skill levels and gave personalized support to foster inclusion and confidence

Institute for Human Development - Northern Arizona University

2017-2019 | Lead Graphic Designer

- ◆ **Led** a team of designers using Adobe Creative Suite.
- ◆ **Rolled out** brand guidelines to keep visuals consistent
- ◆ **Designed** brochures, social posts, newsletters, and more.
- ◆ **Streamlined** workflows and file management
- ◆ **Juggled** projects, staying on budget and meeting deadlines
- ◆ **Ran** design reviews to maintain quality and support growth.
- ◆ **Worked closely** with clients to exceed expectations
- ◆ **Created** mockups and decks to pitch ideas for feedback
- ◆ **Teamed Up** with writers to ensure strong, accessible content.
- ◆ **Re-designed** and managed a responsive site for our partner orgs, focusing on accessibility

2016-2017 | Junior Graphic Designer

- ◆ **Designed** print materials to support branding and outreach.
- ◆ **Built** interactive e-learning modules with Adobe Captivate.
- ◆ **Edited** videos and created animations for multimedia projects
- ◆ **Maintained** and updated org website
- ◆ **Created** custom illustrations and graphics
- ◆ **Utilized** Adobe Creative Suite skills

The Lumberjack- Northern Arizona University

2016-2017 | Illustrations Director

- ◆ **Founded** the illustrations department
- ◆ **Led** a team of artists, managed tasks and project goals
- ◆ **Acted** as main go-between for authors and illustrators
- ◆ **Delegated** tasks based on team strengths
- ◆ **Ran** team meetings to track progress, issues, and expectations
- ◆ **Worked** with journalists to create engaging illustrations
- ◆ **Handled** assignment logistics—deadlines and check-ins
- ◆ **Jumped in** with content to meet shifting deadline

2015-2016 | Comics Editor

- ◆ **Led** a team of 5 artists to produce weekly comic strips
- ◆ **Created** a comic strip on a weekly basis
- ◆ **Edited** and laid out comics in Newspaper via InDesign
- ◆ **Developed** the comics section into a full illustration department that's been running since 2016

Additional Work Experiences

2014-2017 | Old Navy Sales Associate

2017-2018 | FieldWorks Canvassing

2021-2022 | UPS Package Handling