



SHERRY LAVONE

ART DIRECTOR, GRAPHIC DESIGNER, PHOTOGRAPHER, VIDEO EDITOR

ELK GROVE, CALIFORNIA



916.665.8890



sherry@sherrylavonedesign.com

ABOUT ME

As an accomplished Creative Director, I've earned global recognition, with features on esteemed platforms like CNN. My passion lies in crafting and nurturing creative content across diverse channels, blending aesthetics with innovative copy, art, and video for concise communication.

Driven by a commitment to excellence, I take an action-oriented approach, devising strategies to boost brand visibility through graphic design, social media, video content, presentations, and marketing materials. With a rich portfolio spanning various sectors, I shape clients' creative visions with pride, ensuring successful execution.

Throughout my career, I've collaborated with notable figures like Hillary Clinton and Malcolm Gladwell, fueled by an unwavering dedication to excellence, resulting in a fulfilling career at the nexus of art and design.

DESIGNER	WEBSITE MULTIMEDIA VIDEO GRAPHICS	PHOTOGRAPHER	GRAPHIC DESIGN TEACHER
----------	--	--------------	------------------------

MY BRANDING & WEB DESIGN EXAMPLES:



Destefano



Picasso



Delgado

MY PUBLICATION DESIGNS EXAMPLES:



San Joaquin Physician



Central Coast Physician



San Joaquin Magazine



EXPERTISE

InDesign

Photoshop

Illustrator

Premiere Pro

Lightroom

Microsoft Word

Microsoft Excel

Microsoft Outlook

Asana

SalesForce

Google Drive

Figma

Layout Design

Publication Design

Website Design

Social Media

Photography

www.sherrylavonedesign.com

S H E R R Y L A V O N E

ART DIRECTOR, GRAPHIC DESIGNER, PHOTOGRAPHER, VIDEO EDITOR

W O R K E X P E R I E N C E

Sherry Lavone Design • 1.2010 – Present

Since 2010, I've owned and operated my freelance design company. I commit myself to serving my freelance clientele and have maintained long-term relationships with some of these clients for over 12 years, showcasing their enduring trust and contentment with my services.

Current Clients: San Joaquin Medical Society	QUARTERLY PUBLICATION DESIGNER
Destefano	ON-GOING GRAPHIC AND WEBSITE DESIGNER
Picasso	ON-GOING GRAPHIC AND WEBSITE DESIGNER
Green Dragon	ON-GOING GRAPHIC AND WEBSITE DESIGNER
Delgado	ON-GOING GRAPHIC AND WEBSITE DESIGNER
Home Genius Exteriors	GRAPHIC DESIGNER
TeamCivX	GRAPHIC DESIGNER

Brehm Communications • Creative Designer • 11.2020 – 2.2023

SUPERVISOR JOHN LOVE • 916-774-7939

I led various key responsibilities, including: Crafting revenue-building strategies, curating content for editorial projects, designing digital display ads and static banners. I focused on conceptualizing publication layouts, cultivating strategic branding initiatives, crafting email designs and layouts. Creating graphics for both print and digital platforms, strategically planning marketing materials, developing assets across diverse channels and executing social media marketing campaigns among other creative daily projects.

McClatchy/Excelerate • Top-Tier Creative Designer • 8.2018 – 7.2020

SUPERVISOR JENNIFER WILLIAMS • 707-477-7241

I served as the primary designer for clients generating \$250,000 or more in revenue, consistently engaging in client presentations and meetings. Within McClatchy's operational framework as a design agency, I managed a diverse array of client projects, encompassing:

- Video production, design, and editing
- Creation of static and animated banner ads
- Strategic development of branding initiatives
- Designing graphics for print and digital platforms
- Photography and proficient photo editing
- Strategic planning of marketing collateral
- Generating assets across various aspect ratios and channels
- Executing social media marketing campaigns
- Designing internal marketing materials and campaigns
- Monitoring and refining visual assets
- Crafting original vector art
- Operating MAC OS-based hardware and software systems

California Medical Association • Creative Director • 12.2011 – 8.2018

SUPERVISOR MIKE STEENBURGH • 209-817-2656

As the Creative Director at the California Medical Association, I specialize in crafting compelling visual narratives, projects, and products across various mediums. My responsibilities include:

- Photography and proficient photo editing
- Strategizing marketing materials to enhance brand presence
- Developing and overseeing visual assets
- Executing marketing campaigns for CMA, CMAF, and its 36+ affiliates
- Spearheading large-scale proposition campaigns like "No on Prop 46"
- Implementing social media marketing strategies
- Designing internal marketing materials and campaigns
- Creating original vector art
- Proficiently operating MAC OS-based hardware and software systems
- Utilizing creative software such as Adobe Creative Suite, Adobe Premiere, Microsoft Office, Twitter, IG, Facebook, and Facebook Business Manager to enhance project outcomes

S H E R R Y L A V O N E

M U L T I M E D I A D E S I G N E R

EMPLOYER REVIEWS:

Jennifer William

Director Of Digital Media & Strategic Initiatives

I had the pleasure of hiring and working closely with Sherry on numerous projects, and I can confidently say that she is an exceptional Artist and creative thinker. From the outset, Sherry displayed a deep understanding of project requirements, always grasping the scope with ease and clarity.

Her designs consistently stood out for their high level of creativity, innovation, and attention to detail. It was evident that Sherry takes immense pride in her work, striving for excellence in every project she undertakes. Her portfolio showcases elite design skills that are both aesthetically pleasing and functional.

What truly sets Sherry apart is her reliability and trustworthiness. I often entrusted her with our most complex projects, knowing that she would deliver outstanding results. Her ability to meet deadlines without compromising on quality is commendable.

Working with Sherry was not only productive but also enjoyable. She brings a positive energy to the team, and contributes to a collaborative environment that encourages creativity and open communication.

I would highly recommend her to anyone seeking a talented and dedicated creative mind. Her contributions were invaluable to our team, and I have no doubt that she will continue to excel in her future endeavors.

Jordan Visola

Creative Project Manager | Freelance Graphic Designer | Packaging Project Manager

Sherry is one of my top designers. I call her my rockstar and for good reason! She has an incredible knack for knowing exactly how to hit the mark every time she designs something for us. She adapts to whatever style is needed so well that I often reach out to her to fix other designer's projects that aren't coming together. Her problem solving skills are top-notch. She's fast, super talented, a great communicator, reliable and an overall joy to work with. She's a highly valued and integral part of our team and we feel so lucky to have found her.

FREELANCE CLIENT REVIEWS:

Susan Mayfield

Sherry Williamson began working for my company, DS designs, publisher of the Costco VALUE BOOK on a freelance basis in April, 2010. In that period of time, she has proven herself on all fronts. Technical prowess, intelligence, loyalty and a major contributing member of our team. Sherry has our recommendation to any company interested in her employment. Not enough can be written.

Hilary Joven

I used Sherry to do a logo for my business. I wasn't really sure what I wanted so I left the design up to her. She did an amazing job and exceeded my expectations. She was professional, quick and efficient. I would highly recommend her.

Cheryl Agrella

I used Sherry to design my business logo as well as my wedding invitations. She was thorough, informative and very easy to work with. I refer her every chance I get.

Yolanda D. Smith

Sherry is an outstanding graphic designer! She pays attention to detail and more importantly she listened to what I wanted. The end result was a skillfully crafted design, which was over and above what I had imagined it to be. I have recommended her services to others and will be a return customer for years to come.