

MI.

MARISSA laCHANCE

CONNECT /

760.519.6395

marissa.lachance@gmail.com

marissalachance.squarespace.com

EDUCATION /

CALIFORNIA POLYTECHNIC STATE
UNIVERSITY, SAN LUIS OBISPO

*Bachelor of Science in Graphic
Communication*

Concentration in Design Reproduction
Technology

June 2020 graduate | 3.9 GPA

HONORS /

SUMMA CUM LAUDE

*Graduated with a cumulative GPA of
above a 3.850*

**LEAN SIX SIGMA YELLOW BELT
CERTIFICATION**

*Completed 60 hours of instruction,
implemented an Applied Quality Project,
earned a 90% on an exam covering Lean/
Six Sigma, DMAIC methodologies and
Total Quality tools and metrics.*

SKILLS /

ADOBE CREATIVE SUITE

InDesign / Illustrator / Photoshop

SOCIAL MEDIA

Instagram / Facebook / Pinterest

TYPOGRAPHY / MICROSOFT

EXCEL / HTML / CSS / MAILCHIMP

/ TRELLO / SQUARESPACE /

PRODUCT PHOTOGRAPHY

LEADERSHIP /

GAMMA PHI BETA SORORITY

Member

SEP 2016 - JUN 2020

Recruitment Committee and Real
Wellness Committee.

EXPERIENCE /

MAY 2021

–
PRESENT

GRAPHIC DESIGNER

Cavallini & Co. / San Francisco, CA

- Design artwork for various Cavallini printed products, including participation in product development and fulfillment.
- Source vintage imagery from Cavallini's archive and edit in Photoshop, including retouching, color correction, typography styling, and additional image manipulation.
- Drive creative concepts for new product designs with the creative team.
- Produce and prepare files for print, and evaluate printed proofs to resolve artwork issues that arise during production.

OCT 2020

–
PRESENT

HEAD OF BRANDING & DESIGN

By Chance Collective / San Francisco, CA

- Co-founded a lifestyle and beauty blog, and created a brand guide including logo variations, typeface choices, and overall style outline.
- Plan, design, and publish all social media assets, while managing the Instagram and Pinterest accounts.
- Style and organize photo shoots for brand collaborations and social media content.

APR 2020

–
JUN 2020

MARKETING DESIGN INTERN

Wilde House Paper / San Luis Obispo, CA

- Designed email marketing material for weekly campaigns and executed email distributions through Mailchimp.
- Curated content for Instagram to showcase products, develop brand connection and promote interaction with customer community.
- Managed posts on Pinterest business account and evaluated analytics.

JAN 2020

–
APR 2020

PROJECT MANAGEMENT INTERN

Wilde House Paper / San Luis Obispo, CA

- Strategized and planned the launch of the service-based design studio.
- Structured the design process between the clients and the business.
- Designed brand assets to send to clients throughout the design process.

SEP 2019

–
DEC 2019

PRINT & PRODUCTION INTERN

Wilde House Paper / San Luis Obispo, CA

- Assisted with design and production of seasonal stationery line.
- Designed printed marketing collateral for clients.
- Executed product photo shoots for website and social media platforms.
- Actively participated in wholesale order management and fulfillment.

JAN 2019

–
SEP 2019

GRAPHIC DESIGNER

Mountainbrook Church / San Luis Obispo, CA

- Fulfilled design needs across departments, and executed in all channels, including print media, digital presentation graphics, social and site.
- Collaborated with the creative team to fulfill day-to-day design tasks and maintain a clear creative vision throughout.