

# Lana Robinson

BRANDING+TRANSMEDIA+PACKAGING

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## EXPERIENCE

### Teaching Assistant

ArtCenter College of Design

**05.2022–08.2022**

Pasadena, California

Supported instructor Monica Schlaug and eight students in a Packaging 2 course by leading critiques, creating tutorials for SolidWorks, and planning demos for analog skills such as 3D-print finishing, mold making, and epoxy pouring.

### Intern

John Paul Mitchell Systems

**01.18.2022–04.22.2022**

Los Angeles, California

Supported the art director for Professional Hair Color, created mood boards for promotional photo shoots for multiple color lines, created packaging and branding for a new color product, and storyboarded for internal video content. Worked with senior designers to design Paul Mitchell Professional educational content such as thumbnails and instruction manuals.

### Assistant Youth Group Director

Neighborhood Church

**10.2018–08.2020**

Palos Verdes, California

Provided a safe space and organized weekly events for two different youth groups at a local church. Offered games and conversation starters to the teens.

### Designer/Freelancer

Creative Circle

**02.2019–04.2019**

Los Angeles, California

Created email flyers for therapy groups, workshops, and researched images to add to their media libraries for Triune Therapy Group. Created broker marketing materials, such as maps and flyers for Kidder Matthews.

### Student Designer

Central Washington University

Publicity Center

**09.2017–06.2018**

Ellensburg, Washington

Worked with on-campus clients, budgets, multimedia campaigns, as well as a seven-person design team led by a senior designer. Created safe drinking campaigns and advertising, such as posters, social media graphics, and fliers for club events.

### Intern

Central Washington University

Publicity Center

**06.2017–08.2017**

Ellensburg, Washington

Met with clients and attended press checks. Worked as primary designer for a large-scale university project involving on-campus student housing. Created twelve custom maps, one move-in booklet, and envelopes to be mailed to incoming students (3,000 units printed).

### Designer

Manastash Publication Journal

**01.2017–05.2017**

Ellensburg, Washington

Worked with four fellow design students to re-brand and redesign a campus publication for the arts. Taught Adobe programs to creative writing students. Managed offset printing and attended press checks (600 units printed).

## EDUCATION

### ArtCenter College of Design

Pasadena, California

**05.2019–08.2022**

Bachelor of Fine Arts in Graphic Design  
*with Distinction* (GPA 3.86)

### Central Washington University

Ellensburg, Washington

**09.2014–06.2018**

Bachelor of Fine Arts in Art  
*Cum Laude* (GPA 3.5)

## AWARDS

ArtCenter Provost's List

2019–2021

Glen L. Bach Excellency Award

2017

Central Washington University Honor Roll

2016–2018

## EXPERTISE

Proficient in:

Illustrator, InDesign, Photoshop, After Effects, SolidWorks, and Keyshot.

Familiar with:

XD, Cinema 4D, HTML/CSS, Office, Teams, Outlook, laser cutting, and 3D printing.

