

## Resume

**Lachelle Designs** | [www.lachelledesigns.com](http://www.lachelledesigns.com)  
June 2009–Present

Expertise in magazine design, print collaterals, custom publishing, logo design and web design.

Clients include: Positive Energy Media, Pace Communications, Wyndham PGA Golf Championship, Icon Digital, Lacoste, Bridal Guide Magazine, Exclusively Weddings, Liberty Oak Restaurant, Studio 318, Scuderia O2

**Positive Energy Media**

August 2002–June 2009 [ *\*freelance contractor at present* ]

Creative director of Positive Energy Media, a spin-off company of Pace Communications. Main title is p.s. magazine, a lifestyle publication covering entertainment, music, travel, fashion and electronics. Manage all aspects of design, layout and photo art direction.

**Bridal Guide Magazine (New York)**

August 2003–December 2003

Associate art director for newsstand title. Duties included photo production and direction, design, illustration assignment and photo editing.

**Pace Communications**

1996–2002

Art director of The Shuttle Sheet and Associate Art Director of Sky, the in-flight magazines of Delta Air Lines. Responsibilities included layout and design of the publications, concept and assignment of original illustrations and photography, and working closely with web designers to maintain integrity of magazine on the internet. Codesigner of The Shuttle Show, an in-flight video presentation for Delta.

**McNeill Lehman**

1994–1996

Senior designer of small advertising agency. Responsibilities included marketing strategy, concept development, design, production, print and media buying and art direction for photo shoots. Clients included Home Depot, High Point University, Nido Quebin and Bernhardt Furniture.

**High Point Enterprise**

1992–1994

Newspaper artist responsible for design of display advertising and special sections.

**Adams & Longino**

1990–1991

Production artist and designer for such accounts as Mellobuttercup Ice Cream, and Grady White Boats. Work included logo design, brochures, ads and billboard design.

**East Carolina University**

BFA, concentration in Graphic Design, Magna Cum Laude graduate

[lachelle.via@me.com](mailto:lachelle.via@me.com) | 336.543.6166 (mobile) | 4509 Carlyle Court #224, Santa Clara, CA 95054

work history

education

contact