

I A N H E N C H Digital Artist

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Online Portfolio: www.lanHench.com

Experience

Sr. Graphic Designer (freelance) 2005 – Present

Clients including: RadWebTech, CrunchFire Technologies, Cox Radio, Seminole Hard Rock

Lead designer for all startups with RadWebTech & CrunchFire. Responsible for creating and managing all artwork and projects between multiple websites. Duties include: Web design/Visual design, Layout, UI/UX, Mobile, Print, Logo/Typography, Email, Banners, Flash game art and Social media.

- Worked with two teams on the CrunchFire Technologies 2014 South StartUp Bus, to conceive, build and launch a startup in 72 hours driving from Nashville, TN to San Antonio, TX. I helped with logo design, infographic's and webpage layout.
- Designed two guitar wraps for Cox Radio's 93 ROCK listener giveaways.
- Designed promo material for Seminole Hard Rock's Legends in Concert. Tickets, Flyers, Postcards and Newspaper Advertisements.

Sr. Graphic Designer, The iCan Group: 6/2008 – 3/2013

Developed and created all art work for iCan's health insurance products, which included: websites, email campaigns, landing pages, microsites, logos, banners, flash pieces and various print work.

Sr. Graphic Designer, 5th Generation Systems: 6/2007 – 6/2008

Built and maintained webpages for 5th Generation System's social networking site, Zude.com which included webpages for Indie music artists, user profile templates and foundations such as the "Wounded Warrior Project."

Graphic Designer / Pre-Press Layout, Park Row Printing: 10/2005 – 6/2007

Responsible for design, preparation and edits of art work submitted by clients to be printed for newsletters, books, post cards and business stationary, submitted files direct to plate system using a harlequin rip for the DI press or the Presstek CTP system, and proofed output for accurate printing. Thorough knowledge of 4 color and PMS color printing, work and turn, bleeds, printers spreads, foil & die creation and PDF management.

Graphic Designer, Southeast Publications USA Inc.: 9/2002 - 8/2005

Illustrated site maps and created ads for campgrounds, colleges and marina's. All jobs executed in 2 or 4 colors and submitted files direct to plates system in PDF format using Macintosh G5's.

Education

1999 - 2002, **The Art Institute of Fort Lauderdale** - B.S. for Media Arts & Animation

1999, **Community College of Rhode Island** - Design

Software Knowledge

PC/MAC - Photoshop, Illustrator, Indesign, Dreamweaver, Flash, After Effects, Premiere, Audition, Media Encoder, Pagemaker, Suitecase, Quark Xpress, HTML, CSS, Maya, 3D Studio Max, GuitarRig and Acid Pro.