

# Lavette Georgetti

Graphic Designer

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📍 Sitka, AK

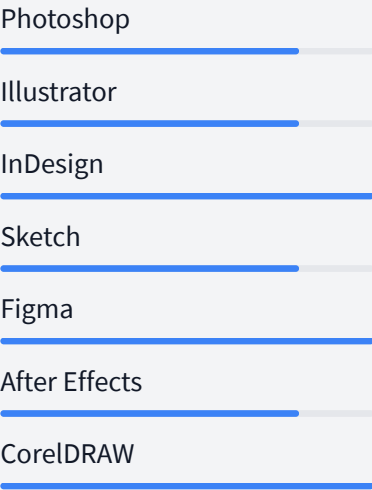
## EDUCATION

**Associate of Arts in Graphic Design  
at University of Alaska Anchorage**  
Nov 2018 - May 2023  
Relevant Coursework: Typography,  
Digital Imaging, Color Theory, Layout  
Design, Branding, Illustration, and Web  
Design.

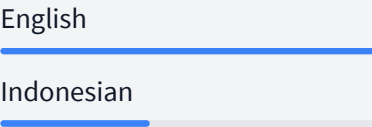
## LINKS

[linkedin.com/in/lavettegeorgetti](https://www.linkedin.com/in/lavettegeorgetti)

## SKILLS



## LANGUAGES



## HOBBIES

Photography  
Painting  
Digital Illustration

## PROFILE

Creative Graphic Designer with 2 years of experience in visual storytelling and brand development. Skilled in Adobe Creative Suite, with a keen eye for detail and aesthetics. Proven ability to deliver innovative designs that enhance brand identity and engage audiences.

## EMPLOYMENT HISTORY

- **Senior Graphic Designer at Pentagram, AK**  
May 2025 - Present
  - Led a team of 5 designers to develop branding for a Fortune 500 client, increasing their market recognition by 25%.
  - Redesigned the user interface for a leading mobile app, resulting in a 40% boost in user engagement within six months.
  - Collaborated with cross-functional teams to produce award-winning advertising campaigns that elevated client visibility by 30%.
  - Implemented innovative design processes that reduced project turnaround time by 15%, enhancing overall productivity.
  - Mentored junior designers, fostering their growth and contributing to a 20% improvement in team output quality.
- **Junior Graphic Designer at Landor & Fitch, AK**  
Apr 2023 - Apr 2025
  - Designed and delivered over 25 brand identity projects, enhancing client visual presence across digital and print platforms.
  - Collaborated with cross-functional teams to develop comprehensive design solutions, increasing project efficiency by 15%.
  - Streamlined the asset creation process, reducing turnaround time for marketing materials by 20%.
  - Assisted in the redesign of iconic brand elements for high-profile clients, contributing to a 30% increase in client satisfaction scores.

## CERTIFICATES

- Adobe Certified Expert (ACE)**  
Mar 2024
- Certified Digital Designer (CDD)**  
Jul 2022

## MEMBERSHIPS

- AIGA**
- Graphic Artists Guild**