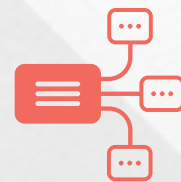




BUSINESS *Presentation*



PAGE DESIGN



INFOGRAPHICS



PRINT DESIGN



DIGITAL DESIGN

A BIT ABOUT ME

Hi, my name is Lisa.

I've been interested in graphic design since my parents brought home our first computer when I was a tween. Then, I would draw cartoon characters in Microsoft Paint. Now, I create a variety of projects in sophisticated software programs. But though my purpose and technique may have changed, my love of design hasn't.

I love design because it combines two of my favorite things: puzzle solving and computer graphics. I am a sucker for a good crime novel and take the same approach to creating good design that detectives take when solving a case: research, hard work and instinct. And while I may not be making the world a safer place, I like to think I am leaving it a little bit more attractive.



BORN & RAISED:
Michigan

FAVORITE COLOR:
Purple

FAVORITE HOBBY:
Reading

BEST QUALITY:
Sense of Humor

 Portland, OR Area

 www.LMKludyDesign.com

 LMKludy@gmail.com

COMPANY OVERVIEW

How it all started.

I spent 14 years as a catalog designer at an in-house graphics department where opportunities for growth were limited. I wanted more. So, I moved to Portland from Michigan in 2016 with the goal of pursuing graphic design as a career.

For 18 months after arriving in Portland, I worked as a contract designer for a boutique design studio, a local real estate company and a small advertising agency. After having my role downsized for the third time due to a lack of work, I decided to go into business for myself.

With the help of the Upwork platform, I have been able to build a successful business working with clients from all over the U.S. Most of my clients have become regulars and I finally have the career I've always dreamed about.



Mission:

To provide my clients with professional yet affordable design materials that will showcase their business in the best possible light.

Values:

My father raised me to have a strong work ethic and I apply that mindset to all projects. I'm honest, reliable, efficient and care about my work; I will go beyond expectations to ensure success.

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SKILLS & SERVICES

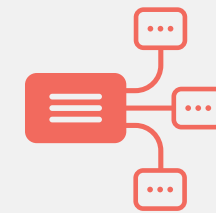
Program Knowledge

macOS	★★★★★
Adobe Creative Cloud	
Illustrator	★★★★★
InDesign	★★★★★
Photoshop	★★★★★
Acrobat Pro	★★★★★
Microsoft Office	
PowerPoint	★★★★★
Word	★★★★★
Excel	★★★★★
WordPress	★★★★★
Squarespace	★★★★★
Upwork	★★★★★
Workflow Max	★★★★★
Monday.com	★★★★★
Apana	★★★★★
Dropbox	★★★★★
Google Drive	★★★★★



Page Design

Pitch Decks | Handouts | Guides & Reports



Infographics

Timelines | Process Flows | Statistical Data



Print Design

Stationery | Brochures | Books & Catalogs



Digital Design

Website Design | Social & Website Graphics

Bonus Skills:

- ▶ Adapting to a variety of personality types
- ▶ Troubleshooting & problem solving
- ▶ Content gathering & proof reading
- ▶ Identifying & improving process inefficiencies
- ▶ Managing project deadlines & budgets
- ▶ Invoicing clients & preparing estimates
- ▶ Organization & attention to detail

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WORK EXPERIENCE

What I can do.

I am a graphic designer with 5 years of experience working as a freelancer with several businesses, large and small. Prior to that, I spent 14 years with an in-house corporate graphic department creating product catalogs.

In addition to being able to produce a variety of assets in both print and digital media, I excel at project management due to my organizational skills, efficient use of time and ability to prioritize tasks.

I can work independently with minimal supervision and will take the initiative to go above and beyond expectations to make sure the job gets done correctly, efficiently and on time. I also work well within a team environment and enjoy collaborating with others.

Contact me today to discover what I can do for you and your business.

L.M. KLUDY DESIGN | PRINCIPAL DESIGNER BEAVERTON, OR | JULY 2017 – PRESENT

Create a variety of print and digital assets for several loyal clients, specializing in page design.

ROSSMAN MEDIA | FREELANCE DESIGNER LOS ANGELES, CA | AUGUST 2018 – SEPTEMBER 2020

Created a variety of design assets internally and for external clients. Projects included logos, brand guides, print pieces & digital graphics.

DESIGNWISE ART | FREELANCE DESIGNER TIGARD, OR | APRIL 2016 – JULY 2017

Created print assets for a variety of external clients. Also performed various internal administrative and project management tasks.

NOTIONS MARKETING CORP | CATALOG DESIGNER GRAND RAPIDS, MI | MAY 2002 – MARCH 2016

Maintained all aspects of catalog creation, including photo editing, page layout, deadline management, and preparing files for print.

Past Projects

- ▶ Logo & Branding Design
- ▶ Direct Mailers & Rack Cards
- ▶ Signs & Posters
- ▶ Trade Show & Kiosk Assets
- ▶ Infographics
- ▶ Print & Digital Brochures
- ▶ Flyers & Handouts
- ▶ Book Layout & Formatting
- ▶ Project Guides & Proposals
- ▶ Case Studies & Whitepapers
- ▶ Pitch Decks & Lead Magnets
- ▶ Website & Social Graphics

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WORK STYLE

This is my process.

I strive to create pieces customized to my client and their business. So, before I jump right into creating any “designs”, I like to ask questions to make sure I am truly understanding the client’s vision and the purpose of the project.

I then research current trends as well as competitor takes on similar projects. Guided by my research, I create 2-3 rough concepts for the client to choose from and we refine from there. I will provide as many proofs as necessary, working through changes with my client until the final product meets with their approval.

Upon final payment, I will turn over all project files, including fonts, images, working files and final files. All files will be neatly organized and clearly labeled.



Personable

I like to get to know and joke around with my clients.



Thorough

I pursue all angles and double-check my work.



Reliable

I am honest, responsive and deadlines matter to me.



Dedicated

I care about my clients and their success is my success.

Lead Times

► For simple project requests, a 72-hour* notice is preferred.

*Same-day requests are considered but depend on the scope of the project and current workload.

► For in-depth project requests, please contact me for availability* prior to assigning a deadline.

*All deadline projections will be based on a very realistic timeline; I never knowingly promise what I can't deliver. If something unexpected arises, I will inform you ASAP to discuss possible solutions.

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TESTIMONIALS

[VIEW MORE](#)

In my experience, one rarely encounters a designer as smart, driven & forthright as Lisa. I trust her implicitly. She is my “go-to” freelance designer. In addition to assisting me with client projects, she has used her skills in planning, layout and design to create successful marketing materials for my company. Lisa also has a rare talent for administration, project management and prioritizing. I greatly appreciate and value Lisa’s high standards. She is able to stretch creatively and adapt to changes in budgets, timelines and art direction. Lisa enjoys any aspect of graphics, from basic file edits and website mocks, to logos, type design and brand development. I highly recommend her for any design services.

Amy Collen

Owner/Art Director | DesignWise Art

Lisa's design work is amazing!! She is very creative, thorough, organized, and produces quality work. She talks through her recommended design options and truly tries to understand what the intention of the project is. Lisa gets the brand and her designs are always visually appealing. The icing on the cake is she may make you laugh along the way!

Nikki Dashti

Executive Consultant | ACE Sushi

Lisa is very creative and always produces high quality results. She’s responsive and professional. She runs with concepts and can deliver marketing pieces that impress! I’ve received compliments from other Realtors and print shops that my pieces look good. I owe all the thanks to L.M. Kludy Design!

Eldin Lougee

Real Estate Broker | Pack First Properties

★★★★★ 5 Star Upwork Review

A top InDesign designer, Lisa brought creativity to the tasks, was detail-oriented and provided a fast, accurate turnaround. The client was thrilled with her work. She'll be my first choice every time the need arises.

Tom Opdyke

Owner | 830MediaGroup

★★★★★ 5 Star Upwork Review

Lisa has been great to work with! She executed our jobs perfectly and provided work in a timely manner. When we received the printed assets, they turned out really great! Thank you so much!

John Berdux

Co-Founder | Apis Mercantile

PORTFOLIO



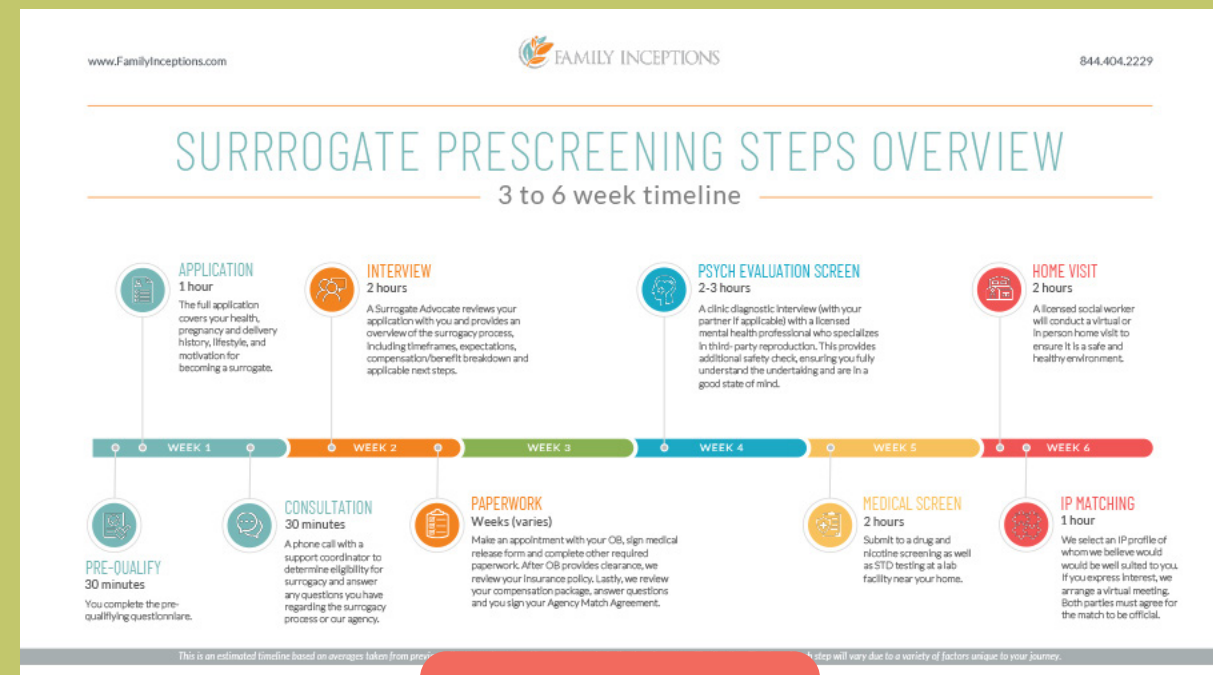
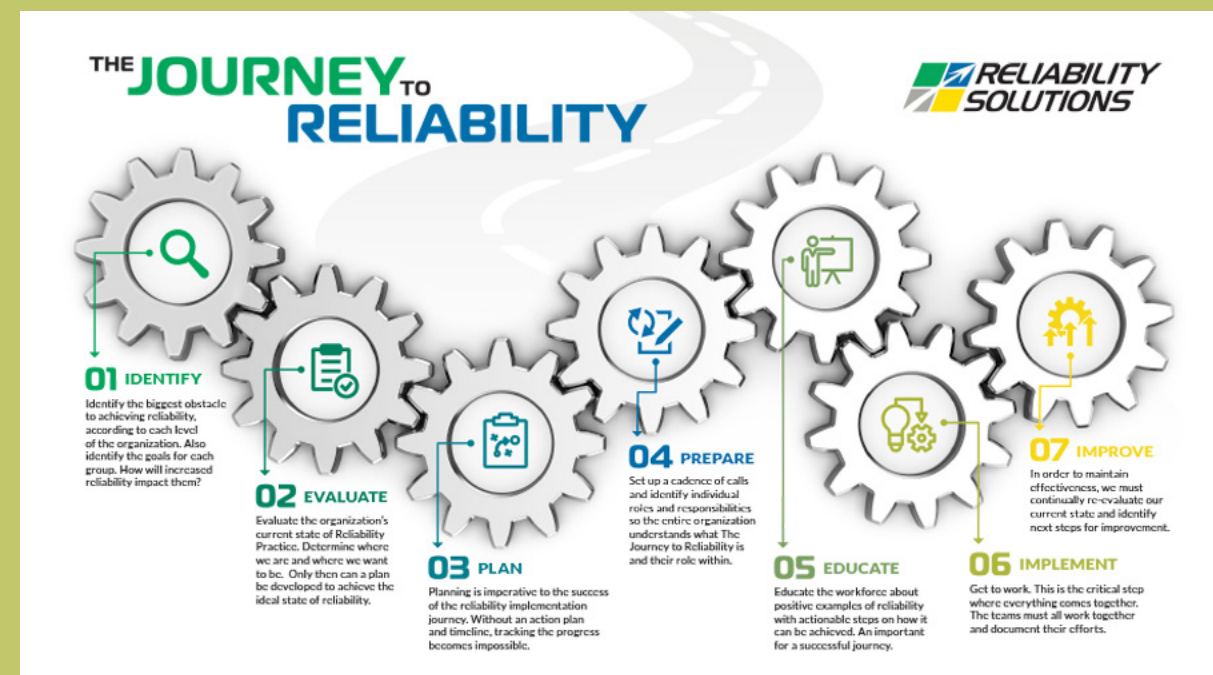
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PITCH DECKS & LONGFORM DOCUMENTS



VIEW MORE

BROCHURES, BOOKS & CATALOGS



VIEW MORE

CUSTOM INFOGRAPHS