



taylor ludemann

GRAPHIC AND UI DESIGNER

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AWARDS

Adobe Awards

2018 | *Semifinalist*

MUMEDI Poster Competition

2017 | *Finalist*

One of 561 finalists from 20,000 entries worldwide

Board of Governors Scholarship

2016 | *Kutztown University of Pennsylvania*

Book Award Scholarship

2016 | *Kutztown University of Pennsylvania*

SOFTWARE

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom, After Effects, Media Encoder, Acrobat), Redbooth, Drupal, Wordpress, Axure, Asana, Slack, UXPin, Invision, Brackets, HTML, CSS, SCSS, Microsoft Office (Word, PowerPoint, Teams, Excel)

QUALIFICATIONS

- Effective in time-management and prioritizing tasks
- Excellent written and verbal communication skills
- Highly skilled in providing timely, efficient, helpful, and considerate customer service
- Disciplined leadership and problem solving skills
- Ability to develop long-term rapport with clients to ensure repeat business

EDUCATION

Kutztown University of Pennsylvania

Kutztown, PA | BFA, Communications Design
Concentrations: Interactive and Graphic Design
Graduated: December 2018
GPA: 3.95, Dean's List | 2016 – 2018

EXPERIENCE

LightStream

Lansdale, PA | Graphic Designer

March 2021 – Present

- Conceptualizes and creates work for all components of digital marketing campaigns within brand standards
- Works as part of a team to deliver pixel-perfect collateral such as social media ads, landing pages, animations, digital billboards, and print materials
- Consistently delivers high quality components for a variety of clients in the healthcare and financial industries
- Responsible for keeping digital and print collateral consistent across all campaign components

4x3, LLC

Bryn Mawr, PA | Graphic and Interactive Designer

January 2019 – September 2020

- Assisted in the wireframing, design, and development of websites and online materials
- Worked as part of a team to create printed materials such as business cards, holiday promotions, marketing materials, and various types of stationary
- Created web assets such as animations and graphics to aid and support marketing campaigns for a variety of clients across a variety of mediums
- Periodically translated print materials to online platforms consistently within brand standards
- Consulted directly with multiple clients to achieve set goals and deliver prompt, high-quality work

LEADERSHIP EXPERIENCE

Design-A-Thon

Kutztown, PA | Design Team Leader | 2018

A 24 hour design event in which a team of Communication Design students are paired with local non-profit organizations and given various tasks to complete within the allotted time.

- Directed and worked with a team to design a multitude of branded pamphlets and posters for the National Addiction Awareness Complex
- Presented finished work to the client for final discussion and approval

Northampton Community College

Bethlehem, PA | AAS, Communications Design
Concentrations: Print/Web
Graduated: May 2016
GPA: 3.83, Dean's List | 2013 – 2016

Kutztown University Marketing

Kutztown, PA | Graphic Design Assistant

September 2017 – January 2019

- Assisted in designing printed pieces and social media ads to attract prospective students
- Created holiday greeting cards for University events
- Designed across various mediums including T-shirt graphics, posters, website graphics, and direct mail packaging for the uses of the University
- Responsible for keeping graphics on brand and appropriate for their target audience

Dorney Park & Wildwater Kingdom

Allentown, PA | Graphic Services Assistant

June 2017 – September 2017

- Assisted in trimming and in-park installation of vinyl prints and signage
- Organized, recreated, and refurbished signage for in-park display in preparation for various events
- Designed graphics and signs for in-park display

KU Student Services, Inc.

Kutztown, PA | Cashier/Sales Associate

September 2016 – January 2019

- Assisted the Marketing Coordinator with various design tasks, such as photographing merchandise, editing product imagery, and updating items on the company website
- Responded to customers' inquiries and take appropriate action to resolve issues

Font Fellow Mentor

Kutztown, PA | Uppercase | 2017 - Present

- Assist underclassmen with any questions the student may have regarding their work and the Adobe Creative Suite

Kutztown University AIGA

Kutztown, PA | Committee Leader | 2017

- Held multiple meetings to choose a venue
- Organized activities for participants
- Purchased all necessary silverware and food