


# ELAYNA SPEIGHT

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## EXPERIENCE

### Inked Designs

Founder, Freelance Graphic Designer  
2011-present

- Work with clients such as Washington Performing Arts (WPA), Money One Federal Credit Union, and TTYA (a tall clothing brand) to fulfill their design needs including:
  - Brochures, direct mail postcards, show programs, posters and signage
  - Print and web ads, website and social media graphics
  - Event invitations, annual reports and sponsorship catalogs
  - Quarterly newsletters, letters, and forms
  - Logos and branding

### Artist

- Live Portrait artist for Lenscrafters opening event
- Custom art for Planned Parenthood DC and other custom illustrations

### Shakespeare Theatre Company (STC)

#### Junior Graphic Designer

Dec 2012-Sep 2014

#### Interim Junior Graphic Designer

Oct 2012-Dec 2012

#### Graphic Design Intern

Oct 2011-July 2012

- Created programs, posters, annual reports, direct mail and print and web ads for STC's productions and events as well as t-shirts and posters for sale in the STC gift shop
- Lead designer of *Asides* magazine and STC Education and Development dept. marketing collateral including for the Will on The Hill events
- Photographed STC special events and show rehearsals with Canon XLR digital camera
- Filmed and edited promotional video of artist interviews
- Managed and operated Xerox 8254E Wide Format printer for interior and exterior signage

### Washington National Opera (WNO)

#### Graphic Design Coordinator

Feb-Jun 2011

#### Graphic Design Intern

Sep 2010-Jan 2011

- Create promotional materials for WNO's season productions, Development and Special Events
- Assisted in art direction/creation of the show art for WNO's spring 2011 production of *Madama Butterfly* (generating \$3.2 million in revenue)
- Communicate with vendors and printers to ensure accurate preflight and camera ready art

## EDUCATION

The Art Institute of Washington  
Arlington, VA  
Oct 2006-Mar 2010

Bachelor of Arts Degree in Advertising

Magna Cum Laude  
Dean's List, President's Honor Roll

## SOFTWARE

InDesign

Photoshop

Illustrator

Procreate



## SKILLS

Efficiency  
Creativity  
Brand Development  
Project Management  
Excellent Communication Skills

## EXPERTISE

Logo and Stationery Design  
Publication Design  
Merchandise Design  
Digital and Traditional Illustration