

JUSTIN RYAN LASCELLE

WORK STATEMENT

To lead and create in a fast-paced, cohesive environment that strives to achieve high standards of excellence in design and beyond.

WORK EXPERIENCE

ibu (Internet + Backup), Denver, CO 2008 - Present

Art Director. Responsible for conceptualization and execution of client projects from identity and branding to website redesigns. I also moved the company to a more userfriendly CMS to help our customers update their own sites without frustration or technical expertise. From sketching logos to front-end development I manage all things visual at ibu.

University of Denver, Denver, CO 2008.

Design Intern. Established new identity and Branding for the Electronic Media Arts and Design program, as well as redesigned the web site to match the new ibrand standards.

Digital Events, Denver, CO. 2007.

Contract Designer. Worked mainly on an interactive flash site for client Tatterdemalion. Also created CSS/HTML email blasts.

EXHIBITIONS

“Beauty and it’s Discontents”

Myhren Gallery. Denver, CO. 2007
Photography.

“2008 BFA/MFA Show”

Myhren Gallery. Denver, CO. 2008
Design/Installation.

EDUCATION

University of Denver. Denver, CO. 2004-2008.

Bachelor of Fine Arts in Electronic Media Arts Design.
Emphasis on studio art in addition to Graphic and Web Design.

REFERENCES

References are available upon request.

CONTACT INFORMATION

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OVERVIEW

I am a graphic designer with a passion for all things art. I strive to push my creativity to the limits and constantly work to have my technical skill follow suit.

During school, I put major emphasis on traditional studio art and art history to further my understanding of not only visual aesthetics, but the flow of ideas. I believe this extra emphasis sets me apart from the average designer.

I tend to value concept over form, and as such believe that the act of designing revolves around the expression of *ideas*, and not just the simple act of pushing pixels. This is not to say that I do not value technical skill, but firmly believe that a design needs a strong concept to back it up. I take this as my mantra, and am confident that it shows in my work.

AREAS OF EXPERTISE

Typography

Identity and Branding

Illustration

TECHNICAL SKILLS

Photoshop

Illustrator

Image Ready

InDesign

Dreamweaver

Coda

Painter

HTML

CSS

Keynote

Microsoft Office

PC Support

Mac Support

Hardware Support

Traditional Illustration

Digital Illustration

Photo Retouching

Photo Manipulation

Photography