



# VINCENT LENDERING

Brand Identity & Experience Designer

VINNIEDSIGN.COM  
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CALL (904) 377-9437  
Just Call me Vinnie!

## DESIGN EXPERIENCE

### **Flagler College** (2022 - Current) *Graphic Designer | St Augustine, Florida*

The primary designer that serves as a brand expert for the college while establishing a compelling brand identity. Responsible for creating multi-faceted, integrated creative campaigns to meet the strategic priorities of the campus.

### **Freelance** (2014 - Current) *Graphic Designer*

Created marketing and in-house material for Napa Auto Parts and St. Augustine Amphitheater. The lead designer behind the St. Augustine Spanish Wine Festival. Designed and collaborated with various non-profit organizations, such as the Rotary Club Bonaire, the Alzheimer's Association, Pearls-for-Pups.

### **Future Friends** (2021-2021) *Graphic Design Intern | St Augustine, Florida*

Provided design and research assistance to lead designers on branding and web design. Created brand and logo designs for non-profit organizations on a pro bono and paid basis.

### **The Sports Corner** (2020 - 2020) *Graphic Artist | St Augustine, Florida*

Worked directly with clients to create custom designs that led to final screen printing and embroidery products. Responsible for file organization and execution during the screen printing process.

### **Flagler's Legacy** (2015 - 2019) *Retail Associate - Student Manager | St Augustine, Florida*

Provided customer service to cultivate loyalty and satisfaction. Created design material for internal store use and promotional materials, such as shirts, flyers, and social media content.

## SKILLS

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Branding
- Print Design
- Layout Design
- Screen Printing
- Motion Graphics
- UI/UX Design
- Environmental Graphic Design

## EDUCATION

### **Flagler College** *St Augustine, Florida*

- **BA - Graphic Design**  
*May 2019*
- **BFA - Graphic Design**  
*May 2021*

### **Savannah College of Art Design** *Savannah, GA*

- **MA - Graphic Design & Visual Experience**  
*March 2023*

## ACCOMPLISHMENTS

### **Gold Student ADDY Award - Local (2022)**

- Book Design
- Gold for Logo Design

### **Silver Student ADDY Award - Local (2022)**

- Ambient Media Design

### **Bronze Student ADDY Award - Local (2022)**

- Poster Design

### **Silver Student ADDY Award - Local (2021)**

- Animation & Special Effects

### **Silver Professional ADDY Award (2020)**

- Illustration

### **Gold Student ADDY Award - District 4 (2020)**

- App Design

### **Gold Student ADDY Award - Local (2020)**

- App Design

### **Silver Student ADDY Award - Local (2019)**

- Illustration
- Animation & Special Effects

## LANGUAGES

- Papiamentu (native)
- English (fluent)
- Dutch (fluent)
- Spanish (intermediate)