

Lance Wallerstedt

lancewallerstedt@gmail.com
San Antonio, Texas 78212
210-445-2778

Creative graphic designer with a strong foundation in visual communication and a deep understanding of brand standards. Experienced in developing engaging designs that drive sales and enhance brand identity. A collaborative team player with a passion for learning and exploring new design trends, I am eager to contribute fresh ideas and innovative solutions in a dynamic design environment. Excited to make a positive impact through thoughtful and effective design.

PORTFOLIO: www.Lancewallerstedt.com

EXPERIENCE

SAS San Antonio Shoemakers Graphic Designer

Feb 2024-current

Dynamic and results-driven professional with a proven track record in collaborating with cross-functional teams to drive sales success through innovative digital artwork creation, leveraging expertise in graphic design and photography to develop compelling visual content that enhances brand identity and engages target audiences.

- Created a series of marketing materials that increased brand recognition and increased web visits.
- Developed engaging designs using asset creation, photo manipulation, layouts, typography, and color theory to create professional marketing collateral.
- Ensured compliance with company branding standards in all design projects, maintaining brand integrity and visual consistency as well as adherence to ADA guidelines.
- Strategically planned and executed commercial photoshoots, producing high-quality digital assets to support marketing campaigns.
- Conceptualized and produced product catalog, enhancing product appeal and driving sales performance.
- Utilized creative software tools including Adobe Creative Suite to produce digital artwork for print and web.
- Monitor campaign performance and adjust strategies as necessary to meet KPIs and ROI targets.
- Plan, execute, and oversee marketing campaigns across various channels
- Oversee the development and execution of digital marketing initiatives, including SEO/SEM, email marketing, social media, and display advertising campaigns.
- Optimize digital marketing efforts to improve conversion rates and customer engagement.

**Snakes
Creative Lead**

2021-current

Created and implemented imaginative concepts and advertising campaigns to drive sales and customer engagement.

- Successfully executed artistic projects in print, digital, packaging, and social media, elevating brand recognition and fostering enhanced customer engagement.
- Harmoniously marry product development and sales, to translate artistic ideas into captivating concepts for both B2B and B2C dimensions.
- Ensured brand consistency and established unique artistic guidelines that reflected the essence of the clients' brands.
-

**USAA
Licensed Insurance Agent**

2017- 2021

Analyze potential client requirements and prepare comprehensive plans that meet individual insurance needs and financial goals

- Apply organization and time management skills when coordinating and responding to inbound telephone and email inquiries
- Coached newly hired insurance agents on interpersonal skills helping them discover needs and link to opportunities
- Peer to peer coaching, assisting in training new employees in support regulatory compliance and technical issues
- Consistently meet and exceed agency goals while maintaining an 95% client satisfaction rate
- Research and stay abreast of current insurance regulations to proactively inform clients of policy and fee updates
- Educate clients on current contracts for auto, homeowners, umbrella, and personal property policies in a clear and concise manner.

Air Traffic Controller
Senior Airman
United States Air Force

2008-2012

- Successfully provided safe, efficient, expeditious Air Traffic Control tower services to Dyess Air Force Base.
- Transmitted flight plans, meteorological, navigational, and other pertinent Air Traffic Control information clearly and with strong attention to detail.

- Executed in flight, and ground emergencies with poise and professionalism. Responsible for providing immediate solutions and communication to multiple pilots at a time.
- Appointed as a trainer for recent Air Traffic Control Academy graduates. Created training programs, monitored trainees progress and ensured successful completion of the program
- Selected as Publications Monitor for local, and national Air Traffic Control rules and regulations.
- Obtained working knowledge of computerized electronic radar display systems, communications systems, and civilian and military aircraft operational characteristics..
- Memorized Air Traffic Publications, local area publications, Military publications, and letters of agreement with ability to recite them on command.

EDUCATION

- **Metropolitan State University, Denver, CO**
Bachelor of Science, Aviation Technology, Minor Psychology - 2016

Skills:

- Proficient in various artistic mediums, including traditional drawing, painting, and digital illustration, for designing imaginative marketing materials.
- Strong command of Adobe Creative Suite (Photoshop, Illustrator, InDesign) for creating visually stunning and unique artistic content.
- Excellent communication and interpersonal skills, fostering seamless collaboration with cross-functional teams.
- Demonstrated ability to thrive in a fast-paced environment and manage multiple artistic projects simultaneously.
- Meticulous attention to detail and artistic finesse, ensuring the delivery of captivating and high-quality work.

CERTIFICATIONS

- Air Traffic Control Collegiate Training Initiative
- USAF Air Traffic Control Tower Certification
- Professional Control Tower Operator License
- Licensed Insurance Agent