



# CEDAR LAY

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**Bay Area-based branding and web design professional with a nuanced understanding of messaging via a masters-level background in linguistics.**

## SKILLS

### Tools

Photoshop  
Illustrator  
InDesign  
Sketch  
After Effects  
Invision  
WordPress  
HTML/CSS

### Techniques

Brand Identity  
Web Design  
Typography  
Layout  
Photo/Video  
Wireframing  
Copywriting  
Messaging

## EXPERIENCE

JAN 2011  
PRESENT

**CEDARLAY.COM | SAN FRANCISCO, CA**

### *Freelancer*

Heightened market recognition & impressions through polished brand designs for companies spanning various industries

Generated product demand and event registrations via best-practice web, email, and collateral designs

JUL 2019  
FEB 2020

**CONCORD | SAN FRANCISCO, CA**

### *Design Lead*

Elevated company perception & awareness with cohesive and professional branding

Established consistent visual story throughout customer journey, coordinating all departments' work product

Delivered high-converting user experiences via strategic design of website, paid ads, print & digital collateral

APR 2016  
OCT 2018

**RECOMMIND | SAN FRANCISCO, CA**

### *Brand Designer*

Coordinated and localized a consistent brand & website across branches in the US, UK, and Germany

Enhanced the company's overall visual image in the eyes of potential buyers and ultimately guided the brand through a \$163M acquisition by OpenText, Inc.

NOV 2014  
MAY 2015

**VÉLO CLUB CALADOIS | LYON, FRANCE**

### *Team Photographer/Videographer*

Increased awareness on social media of French pro cycling team via photography and videography to attract greater talent and sponsorships

Improved relations with existing sponsors by strategically promoting their brands in photo/video

JUN 2013  
JUN 2014

**UCSB LIBRARY | SANTA BARBARA, CA**

### *Graphic Designer*

Boosted community and student engagement with library projects, events, and overall brand via cohesive designs spanning various mediums

Coordinated visuals of assets across all departments to simplify user experience of the library in-person & online

## EDUCATION

SEP 2017  
JUN 2019

**CU BOULDER**

### *M.A. Linguistics*

SEP 2010  
JUN 2014

**UC SANTA BARBARA**

### *B.A. Linguistics, French Emphasis*