Lennon Fanning

Is a creative strategist, visual designer, and artist with roots in psychology and cultural studies. He's focused on well curated design, often involving inspirations from illustrative folk art.

Leveraging his breadth of aesthetics, cultural knowledge and background in human behavior, he elevates brands through strategic and compelling storytelling with strong concepts and originality.

EXPERIENCE

Finetooth.Dev ⟶ **Web Designer**
Freelance • 2024 – Current

I partner with Finetooth Web Development and facilitate the founder across multiple creative disciplines to lead our clients to success. From web design, to website build-outs, short form content editing, Shopify setups, to professional slide-deck design; my work with Finetooth can be seen from the start of the project kick-off meeting to the final deliverable.

ConquerApp.io ⟶ **Graphic Designer**
Freelance • 2025 – Current

Working alongside the CEO and the marketing team, I create original visual promotional content. My graphics for Conquer can be found on their social media accounts communicating brand partnerships or announcing important news for the company. Additionally, I create Figma templates for the team to use internally, facilitating the company's back-end work flow.

Public Parking Coffee ⟶ **Brand Designer**
Founder • 2022 – Current

As the co-founder of Public Parking Coffee, I developed the brand from concept to implementation. Public Parking Coffee is a coffee roasting brand and project located in Berkeley California. I've developed the brand's identity, brand standards, packaging, website, signage, advertisements (print & digital), and social media content.

Lennon Fanning Studio ⟶ **Graphic Designer**
Founder • 2024 – Current

Lennon Fanning Studio is my freelance design practice. I've worked with clients doing logo design, print advertisements, social media advertisements, magazine layout, typeface design, and album artwork.

EDUCATION

Bachelor of Science ⟶ **Anthropology & Geography**
Minor: Psychology • 2019

California Polytechnic State University, San Luis Obispo, CA

Professional Program Certificate ⟶ **Graphic Design**
2024

UC Berkeley Extension
Berkeley, CA

SKILLS

Figma | Adobe Creative Suite | DaVinci Resolve | Final Cut Pro

ADDITIONAL LEARNING

SuperHi: Intro to UI Design Course

SERVICES

Logo Design | Graphic Design | Web Design | Video Editing | Illustration | Slide Deck Design | UI/UX