



ANDRÉA LAMB DAY

SENIOR GRAPHIC & WEB DESIGNER

Tyler, TX · 903.590.0464 · andrea@andrealambdesigns.com

Award-winning senior designer with 20+ years spanning brand identity, print, web, and app design. I pair hand-drawn illustration with a clean, modern aesthetic across every medium. My design for the Visit Tyler website earned First Place at the 2021 TACVB Idea Fair, and I co-founded and designed SocialScoreKeeper, a privacy-first app now live on the App Store.

SKILLS

Brand Identity · Print Design ·
Web Design · App & UI Design ·
Illustration · Hand-Drawn
Illustration · Typography · Layout
· Concept Development · Ad
Campaigns · Digital Marketing

SOFTWARE

Ai Id Ps Xd WP

AI & EMERGING

AI-assisted design & web-
development workflows (Claude,
ChatGPT)

EDUCATION

Bachelor of Arts, Graphic Design

Grand Canyon University · 2004
Graduated Magna Cum Laude

PORTFOLIO

andrealambdesigns.com
dribbble.com/andrealambdesigns
linkedin.com/in/andrealambday

EXPERIENCE

Co-Founder & UI/UX Designer — SocialScoreKeeper 2021 – Present

Branded and designed the product end to end — a privacy-first mobile app that helps families celebrate and stay connected to youth athletes through live scores, media sharing, and game management.

Live on the [App Store](#) · [socialscorekeeper.com](#)

Freelance & Contract Designer — Andrea Lamb Designs, LLC 2002 – Present

Web & app design, print, branding, and illustration for a broad base of business, healthcare, and non-profit clients.

Select clients: Pine Cove, Warm Beach / Black Diamond, Boys & Girls Club, Mentoring Alliance, Holt Creative Group, Kourage Health, Monk Financial, Black & Co., Tyler Endodontics, Tyler Periodontics, Genecov Group, and Cornerstone Homes.

Senior Designer — Holt Creative Group (Contract) 2015 – 2023

Print & web design, ad campaigns, branding, and digital marketing for the agency's commercial, municipal, and destination-marketing accounts.

Select clients: Visit Tyler, SEMI Crawlers, CardiaStream, SoundLogic, MapleMark Bank, Lone Star Hazmat, Producers Midstream, Caldwell Zoo, Ridge Wireline, CEC, O&D Mfg, and Don Warren for Mayor.

Head Graphic Designer — Pine Cove 2007 – 2013

Managed and produced the majority of print projects and directed the design team. Work spanned banners, apparel, books, brochures, signage, and all marketing materials.

ADDITIONAL EXPERIENCE

Executive Director — East Texas Dental Society 2015 – 2025

Directed the professional society across a ten-year tenure — organized meetings and events, served as primary liaison to the board and membership, and produced all of the organization's design and communications.