



Sterling Lentz

Based in Portland, Oregon

sterlinglantz.com
sterling@sterlinglantz.com
+1 503 309 9433

Education

BA Advertising from the Robert. D. Clark Honors College at the University of Oregon, 2010, Eugene, OR USA, GPA: 3.7

Why I'm right for the job

I understand how business, people, and design work together. And I know the languages of all three.

I know a lot about a few things and a little about many, many things. I can move between web, branding, print, product, packaging, and conversations about Taylor Swift without missing a beat.

Worth mentioning

When I was 10, I tried to figure out exactly what I would need if I wanted to build Jurassic Park in the future (land, digging permits in New Jersey, and 100,000 temp-controlled ostrich eggs).

Coming face to face with a grizzly bear in Montana and riding a scooter in Vietnam. Pretty similar it turns out.

My mom is a professional psychic named Venus. She loves Steven Seagal and raised me on his movies.

What to expect

A design hybrid who was trained by account executives and seduced by creatives

Intentions

To work in an environment where everyone is whole-heartedly committed to design as a principle, not a commodity

Brain trust



Experience



Sterling Lentz Design and Development

June 2011 - Present

I started work as a freelance designer to broaden my horizons and tackle more branding challenges. It's been a weird, successful journey.

A while back, three companies hired me to build them websites. Before long, I was designing for and managing all their creative. Two of those companies have almost doubled revenue in that time (measured in MILLIONS).

Appearance

August 2010 - April 2011

I was hired as the director of social media, but quickly became project manager and head of the design team. I challenged the idea that poor work was inevitable due to time and budget restraints. Under my leadership, we instituted a comprehensive requirements-based process. By the time of my departure, average website sales had grown 40%.

Grabbinggreen.com

August 2009 - August 2010

My college professor, Kim Sheehan, and ad man Steve O'Leary had enough faith in me to let me write a book with them in college on social media marketing. That book, *Small Business Smarts: Building Buzz with Social Media* can be purchased on Amazon.

