

Hi I'm Lisa. Hire me?

www.yayLisa.com

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415-350-1411

EXPERIENCE

2008-Current

Keyfax New Media [Creative Director]

Branding & Marketing:

Develop art direction and execution of innovative work for integrated, cross-channel initiatives including websites, online advertising, digital marketing, print advertising, video graphics, event signage, and packaging. Work with established brands such as Yamaha and Steinberg to create promotional media that adheres to company style constraints. Generate Twitter and Facebook buzz for each upcoming DVD release.

Project Management:

Manage projects from initial idea to press. Work with international printers to cut costs for packaging and DVD replication while ensuring high quality results within budget constraints. Prioritize and work on multiple projects (6 or more at a time) and completing each project in a timely manner.

Web Design:

Develop compelling interaction design and beautiful visual design around a well-defined nucleus of user needs, tasks, marketing and business requirements. Large-scale redesign of musician networking website: Motifator.com. Small-scale design of music field related websites such as Steinberg North America.com, Art and Science of Sound.com, and Charlie-Music.com. Work closely with engineer and web production staff to implement creative solutions. Create user interfaces, icons, style guides, color schemes, wire frame and layouts to ensure site-wide color and typeface consistency.

Motion Design:

Create motion graphics and DVD menuing in coherence with brand identity. Work closely with video production and video editing team. Design and simplify diagrams on complex music production theory.

2006-2008

Experience Janitorial Inc. [Marketing Consultant/ Graphic Designer]

Identity/Branding Development:

Logo and logotype design with split complimentary color palette development. Design and execution of collateral pieces including business cards, website, letterheads, envelopes, and promotional printed media for direct mail distribution. Work independently and under direction of CEO to produce creative solutions on time and on budget.

Web Design:

Design simple and modern flash website adhering to company identity and color palette. Develop site navigation/architecture, and outline interface to create user-centered design with wire frame staging. Create dynamic and engaging online and interactive experience.

Marketing Direction:

Carry out small case studies on best way to reach target clients. Establish company's mission statement and desired perceived identity for expansion of client base.

2005-2006

Community Musician - Solution for Musicians [Graphics Designer]

Identity/Branding Development:

Logo and logotype design for CD and musician identity. Develop high quality visual solution using typography, layout, color composition, hierarchy to create cohesion. Create printed media and collateral (such as large scale banners, web pages, sticker decal, screen-printed apparel and event flyers) for Community Musician as well as musicians.

Project Management:

Take creative lead and prioritize work in order to adhere to critical project timelines in a fast paced environment (2 week project release cycle). Manage multiple high priority projects, simultaneously and efficiently.

Collaborate/Client Satisfaction:

Visually express clients' thoughts and ideations on CD cover. Photograph various artists for CD covers or promotional posters.

2004-2005

UpCrew LLC. /Underworld Productions [Freelance Graphic Designer]

Per-Project

Design club event flyers for UpCrew Promotional Company. Create visually stimulating flyers on tight deadlines

(as little as 2 hour per piece) with constant copy changes. Work closely with individual promoters in charge of certain event.

PERSONAL STATEMENT

My background as a designer for small firms and education in graphics design has given me high aptitude in visual communication with a strong grasp of graphic and web design principals. I have a thorough understanding of branding, identity and positioning theory, along with layout design, color theory, digital pre-press preparations, typography, and user interface concepts. I have a positive enthusiastic attitude, and a passion for creating.

Education

B.A, in Graphics Design [Emphasis on Print]
Department of Design and Industry
San Francisco State University

Program Skills

Photoshop CS3	Advanced
Illustrator CS3	Advanced
Flash (animation)	Advanced
Actionscript 3.0	Intermediate
InDesign CS3	Intermediate
After Effects CS4	Beginner
Motion	Advanced
Cinema 4D	Beginner
HTML	Intermediate
CSS	Beginner

ADDITIONAL ACHIEVEMENTS

Academy of Art [1998-1999]

Figure drawing, sketching

London Metropolitan University [2006-2007]

Study abroad exchange program - classes taken: research and development awareness, print, illustration, self promotion.

Exhibition [2008]

Technê- crafting thought through concept. SFSU student showcase.