

Lisa E. Whalley

GRAPHIC DESIGN



education

Madison Area Technical College, Madison, WI
Associate of Applied Arts, *Graphic Design & Illustration*,
Graduation 2006

University of Wisconsin Oshkosh, Oshkosh, WI
Bachelor of Fine Art, *Art Education, k-12*,
Graduation 2002

skills

Macintosh and PC platforms; Adobe Acrobat & Distiller;
Creative Suite: Bridge, Dreamweaver, Flash, Illustrator,
InDesign & Photoshop; ExactTarget; Fetch;
FontAgent Pro; Microsoft Word, Excel & PowerPoint;
QuarkXPress; Suitcase Fusion; Velocity

freelance

Rock the Cure, Minneapolis, MN
Highrollers with Heart, Denver, CO
Door County Fruit Markets, Sturgeon Bay, WI
Neighborhood House Community Center, Madison, WI
Habitat ReStore, Madison, WI
Madison Museum of Contemporary Art, Madison, WI
Chazen Museum of Art, Madison, WI

experience

Creatis, Minneapolis, MN
Contract Graphic Designer and Production Artist,
8/07-8/08, 8/09-present

Assignments: Best Buy Corporation (Insert Department
and Environmental Design Group); Creatis Studio;
Donaldson Company, Inc.; Woodbury Financial, Inc.

Responsibilities within these assignments:

- Design, produce and template collateral pieces including: advertisements, brochures, case studies, data sheets, posters, and web graphics based on brand guidelines.
- Work with internal clients to create effective visual and promotional components for trade shows including: booth graphics, corresponding literature, direct mail, displays, eblasts, give-aways and pop-up banners.
- Prepare print-ready files; oversee production, proof and approve product from outside vendors and printers.
- Apply clipping paths, color-correct, edit, mask and retouch product and application images.
- Create instructional illustrations and graphics to be used in print pieces and trade show videos.

Regis Corporation, Minneapolis, MN
Graphic Designer, 8/08-07/09

- Concept, design and produce collateral for the PureBeauty/BeautyFirst brands including: bimonthly marketing kits, catalogs, direct mail, eblasts, loyalty program pieces and web graphics.
- Concept and assist with product photo shoots.
- Work closely with art directors, copywriters, fellow designers, and marketing assistants to produce effective collateral for both corporate and franchise divisions.

Wisconsin State Historical Society, Madison, WI
Graphic Designer, 10/06-08/07

- Collaborate with lead designer in the production of internal print pieces along with materials for fund-raising events.
- Develop and produce quarterly catalogs and audience-specific supporting catalogs for the Wisconsin Historical Society Press.
- Create compelling visual advertisements for historical sites based on established brand guidelines.

Contact me at:

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A portion of my portfolio can be viewed at lewhalley.com.
I will gladly send a PDF portfolio and references upon request.