



LISA E. WHALLEY

ART DIRECTION • GRAPHIC DESIGN

PROFILE

I am a versatile designer with extensive experience on both the creative and production sides of design. My passion is finding the most effective solution for any project, from print to digital. While I enjoy the creativity of conceiving and creating fresh ideas for my clients, I equally enjoy following my work from its initial conception through to its final production.

EXPERIENCE

Manager, Education Creative, Aveda Corporation, 5/17–present

Graphic Designer, Aveda Corporation, 5/11–5/17

- Produce all materials for Aveda network shows and events from concept through final production including: website, app, social promotion, onsite wayfinding, digital communications and retail. Work independently under tight timelines to create and produce high-quality materials, press-check and supervise onsite installation.
- Work closely with project owners and copywriters to produce effective education materials for the Aveda salon/spa and retail audiences from multi-page, printed workbooks to interactive, digital materials.
- Mentor interns and junior designers by reviewing work, being a resource and acting as an advocate for them within the corporation. Direct freelancers and outside vendors to ensure overall adherence to brand guidelines.
- Create and implement in-house server organization, image storage and archiving process for the global education design department in collaboration with the creative department.

Contract Graphic Designer and Production Artist, Creatis

- Designed, produced and templated collateral pieces, including advertisements, brochures, case studies, data sheets, posters and web graphics based on brand guidelines.
- Worked with internal clients to create effective visual and promotional components for trade shows, including booth graphics, corresponding literature, direct mail, displays, eblasts, giveaways and pop-up banners.
- Prepared print-ready files; oversaw production, proofed and approved materials from outside vendors and printers.

Graphic Designer, Regis Corporation

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

SPECIALTIES AND SOFTWARE

Art Direction • Digital Design • Event Branding and Graphics • File and Asset Management • Motion Design
Print Design • Production • Pre-Press and Press Checks • Acrobat Pro and Distiller • Adobe Creative Suite

EDUCATION

Madison Area Technical College

Associate of Applied Art
Graphic Design and Illustration

University of Wisconsin Oshkosh

Bachelor of Fine Art
Art Education, k-12

CONTACT

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