

# LISA WINFIELD

13637 Onyx Lane, Farmers Branch, Texas 75234  
(469) 371-2037 • [oh2paint@yahoo.com](mailto:oh2paint@yahoo.com)

## OBJECTIVE

Highly creative and experienced designer/art director seeks a challenging position where my extensive knowledge, experience and personal drive for excellence will contribute to the success of the company and/or clients.

## OVERVIEW

Detail-oriented and self-motivated with over 10 years experience as a talented art director and designer in a variety of industries, including magazine, advertising, and direct mail. Comfortable in both agency and corporate environments; am a self-starter fully capable of seeing a project through from concept to completion. Have collaborated on projects with peers at all levels of business, from sales representatives to CEO's. Extensive knowledge of Adobe Creative Suite and QuarkXPress.

### *Key Points:*

- Passionate about creating concepts that work to achieve exceptional results.
- Proven ability to effectively communicate with and direct the collaborative efforts of creative team members and inspire them to exceed expectations.
- Accomplished at effectively managing multiple projects and meeting tight deadlines.
- Have a "do whatever it takes" positive attitude.

## PROFESSIONAL EXPERIENCE

### **Art Director**

September 2007 to present  
Eagle Media Group - Plano, Texas

- Responsible for creating brand image for company's two divisions: The Metropolitan Living Magazine and World Tourism Group.
- Coordinate and execute advertising strategies for both divisions.
- Design and create websites for [www.usametropolitanlivingmagazine.com](http://www.usametropolitanlivingmagazine.com) and [www.worldtourismgroup.com](http://www.worldtourismgroup.com).
- Design and create all advertising collateral, including corporate identity materials, brochures, and marketing kits.
- Design and produce the printed edition of The Metropolitan Living Magazine, an editorial magazine targeting America's upper-income demographic.

### **Art Director**

March 2004 to December 2006  
Ad Pages Magazine - Plano, Texas

- Supervised a team of seven graphic designers in the creation and production of monthly magazine publications in the DFW area.
- Produced direct mail pieces, catalogs, brochures, and community calendars from concept to completion.
- Delegated incoming work and assigned special projects to team members.
- Provided creative direction to team members.
- Increased department's effectiveness by restructuring workflow and introducing a number of morale-boosting programs.

- Other responsibilities included hiring/termination, administering performance evaluations, purchasing equipment and software.

### ■ **Art & Marketing Director**

March 1998 to December 2003

Trucks & Parts of Tampa - Tampa, Florida

- Developed all marketing and advertising campaigns from concept to completion for national advertising and direct mail - direct mail campaigns resulted in a 50% increase in sales.
- Tracked and analyzed advertising results; created spreadsheets and used them to determine best media for increased revenue - reduced monthly advertising expenses by \$10,000 while increasing calls.
- Converted all company forms to PDF format and posted on server - forms can now be typed and printed individually, increasing convenience and enhancing company image, while reducing cost. PDF sales contracts included automatic financial calculations, resulting in fewer mathematical errors.
- Maintained changing content of web site: [www.trucks.com](http://www.trucks.com) .
- Coordinated product photo shoots.
- Negotiated advertising and printing contracts.
- Worked individually with internal clients on various projects.

### ■ **Graphic Designer**

July 1996 to December 1997

Systems Tax Service, a Ceridian Corporation - Fountain Valley, CA

- Structured the new position by recommending the purchase of necessary hardware and software; defining primary areas of responsibility; and organizing workflow and prioritizing demands to accommodate the needs of over 650 managers and employees.
- Responsible for conceptualizing and producing all internal and external printed communications: sales and marketing collateral, direct mail pieces, training manuals, training materials, corporate and training presentations.
- Worked with commercial printers, service bureaus, fulfillment services and photo labs to obtain bids and oversee print production.
- Interfaced with Marketing Department team and copywriters for the creation of printed and on-line materials.
- Developed and created content and design for corporate intranet site, working with senior management in both the local office and corporate office in Atlanta.

### ■ **Art Director**

December 1992 to May 1996

PF Micro - Fountain Valley, CA

- Responsible for the creative development, start-to-finish production, and coordination of all advertising materials and direct mail campaigns on a local and national level.
- Created new company logo and developed advertising campaign focused on new brand image.
- Worked with in-house copywriters in the creation of ad copy; interfaced with the marketing department and company president to develop marketing strategies.
- Developed content and flow of web site under direction of company president; supervised a team in the HTML coding of web pages.
- Built an in-house photo studio and photographed products.

## **SOFTWARE KNOWLEDGE**

InDesign, Illustrator, Photoshop, QuarkXPress, Flash, Dreamweaver, Adobe Acrobat Pro, Microsoft Office, Mac OS 10.4 & Windows XP.

## **EDUCATION**

**Bachelor of Arts, Graphic Design & Illustration**  
California State University - Fullerton, California