

# NICO LISA

GRAPHIC DESIGN | WEB DESIGN | ILLUSTRATION

## PROFILE

I AM A SKILLED AND PASSIONATE GRAPHIC DESIGNER SPECIALIZING IN WEB DESIGN AND ILLUSTRATION WITH 10 YEARS OF FREELANCE EXPERIENCE AND 8+ YEARS OF IN-HOUSE AND AGENCY EXPERIENCE; CURRENTLY SEEKING A COMPELLING OPPORTUNITY WHERE MY CREATIVE SKILLS ARE CHALLENGED IN WHICH TO APPLY MY DIVERSE SKILLSET.

## EXPERIENCE

### 2022 HOGARTH WORLDWIDE FOR APPLE | GRAPHIC DESIGNER

PRODUCED A VARIETY OF DIGITAL AND PRINT COLLATERAL FOR INTERNATIONAL DISTRIBUTION DURING QUARTERLY PRODUCT LAUNCHES. COORDINATED WITH TEAM LEADS AND PROJECT MANAGERS TO DELIVERY TIMELY DELIVERABLES ACROSS A MULTITUDE OF FORMATS AND PLATFORMS.

### 2021 PAX LABS | SR. GRAPHIC DESIGNER

COORDINATED WITH THE CREATIVE DIRECTOR AND SENIOR BRANDING DIRECTOR TO PRODUCE A VARIETY OF DIGITAL AND PRINT COLLATERAL FOR MULTIPLE CAMPAIGNS DURING THE INTEGRATION OF A REBRANDING EFFORT AND SEVERAL LARGE-SCALE PRODUCT LAUNCHES.

### 2019 CREATIVE MEDIA ALLIANCE | WEB DESIGNER & DEVELOPER

IN THIS OFTEN CLIENT-FACING ROLE, I WAS RESPONSIBLE FOR MANAGING PROJECT TIMELINES TO ACHIEVE CLIENT GOALS AND PRODUCE WEB-BASED DELIVERABLES CONSISTENT WITH BRAND STANDARDS AND MESSAGING DIRECTIVES AS WELL AS PRINCIPLES OF USER EXPERIENCE AND INFORMATION HIERARCHY TO OPTIMIZE FOR SEARCH ENGINE VISIBILITY AND CUSTOMER USABILITY. I DESIGNED AND DEVELOPED INDUSTRY AND BUSINESS SPECIFIC WEBSITES WITH USER-FRIENDLY BACK-END SOLUTIONS ACCORDING TO CLIENT-SPECIFICATIONS FROM CONCEPT TO LAUNCH, INCLUDING WIREFRAMES, FRONT-END DESIGN, CONCEPTUAL MOCK-UPS, PRODUCTION OF PRESENTATION-TARGETED COLLATERAL AS WELL AS COMPREHENSIVE WEB DEVELOPMENT UTILIZING HTML, CSS AND PHP TO EXECUTE CREATIVE STRATEGIES LEVERAGING BEST PRACTICES FOR ACCESSIBILITY AND USER EXPERIENCE TOWARD E-COMMERCE AND B2B APPLICATIONS.

### 2018 LADYKILLER LLC | SR. GRAPHIC & WEB DESIGNER

MANAGED AND COORDINATED GRAPHIC DESIGN PROJECTS FROM CONCEPT THROUGH COMPLETION, INCLUDING PRINT, DIGITAL, AND WEB DESIGN AS WELL AS WORKING CLOSELY WITH CLIENTS AND THE MARKETING TEAM TO CREATE VISIONS, CONCEIVE DESIGNS, AND CONSISTENTLY MEET DEADLINES AND REQUIREMENTS. OTHER DUTIES INCLUDE PROVIDING ART DIRECTION AND MANAGING CONTRACTORS TO DEVELOP CREATIVE CONCEPTS AND VISUAL IMPLEMENTATIONS THAT ARE CONSISTENT WITH BRAND OBJECTIVES TO MEET STAKEHOLDER NEEDS.

### 2017 TARUKINO LLC | SR. GRAPHIC & WEB DESIGNER

DURING MY TIME WITH THE COMPANY, I WORKED WITHIN A DESIGN TEAM UNDER A CREATIVE DIRECTOR TO DELIVER A VARIETY OF PRINT AND DIGITAL DESIGN PROJECTS IN A FAST-PACED, DEADLINE DRIVEN ENVIRONMENT. IN ADDITION, I PROVIDED SUPPORT TO THE SALES AND MARKETING TEAM WITH THE PRODUCTION OF DIGITAL AND SOCIAL MEDIA MARKETING COLLATERAL. MOST NOTABLY, I DESIGNED AND DEVELOPED FROM CONCEPT TO COMPLETION TEN UNIQUE WEBSITES SHOWCASING THE COMPANY AND IT'S PRODUCTS.

### 2016 DOPE MAGAZINE | GRAPHIC DESIGNER

RESPONSIBLE FOR DELIVERING PRINT AND DIGITAL DESIGN MEDIA WITHIN A CREATIVE TEAM UNDER A CREATIVE DIRECTOR. IN ADDITION, I COORDINATED WITH THE SALES TEAM TO MEET STAKEHOLDER EXPECTATIONS IN A DESIGN PRODUCTION CAPACITY, PROVIDED EDITORIAL ILLUSTRATIONS, COVER ART AND DESIGN, DIGITAL SALES COLLATERAL AND ONLINE ADVERTISING AS WELL AS MAINTAINING THE COMPANY WEBSITE'S DIGITAL CONTENT.

### 2014 JAMES TUDOR LONDON | GRAPHIC DESIGNER

### 2013 BLKBX MEDIA GROUP | GRAPHIC DESIGN INTERN

## EDUCATION

VALENCIA, CA

### 2010 - 2012 CALIFORNIA INSTITUTE OF THE ARTS | BFA-3

ONE OF ONLY EIGHT ACCEPTED APPLICANTS TO THE FINE ARTS DEPARTMENT IN THE YEAR OF 2010. DEFERRED AFTER TWO YEARS TO PURSUE A HIGHLY SOUGHT AFTER INTERNSHIP AT BLKBX MEDIA GROUP, WHICH LED TO CONSISTENT EMPLOYMENT IN THE GRAPHIC DESIGN FIELD.

LOS ANGELES, CA

### 2006 - 2010 L.A.C.H.S.A. | GRADUATED CLASS OF '10

L.A.C.H.S.A. (LOS ANGELES COUNTY HIGH SCHOOL OF THE ARTS) IS A PERFORMING ARTS HIGH SCHOOL ON A COLLEGE CAMPUS FOR WHICH POTENTIAL STUDENTS MUST AUDITION TO ATTEND. OUT OF HUNDREDS OF APPLICANTS, LESS THEN 10% ARE ADMITTED, AND HALF OF EACH SCHOOL DAY IS DEDICATED TO ARTS MAJOR



## CONTACT

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## SKILLS

GRAPHIC DESIGN

WEB DESIGN  
& DEVELOPMENT

ILLUSTRATION

HTML / CSS

MOTION GRAPHICS