



Lisa Guerrero | Art Direction | Design

PROFILE

Over 12 years of experience creating advertising, collateral and integrated marketing campaigns for clients in biotech & pharmaceutical, cosmetics, financial services, healthcare, nonprofit, retail, and technology. Tenure comprised of staff and freelance employment in advertising agencies, design firms and in-house creative departments. A passionate, dependable and experienced creative with high standards and a strong work ethic.

EMPLOYMENT

2009 - 2010

Idaho Power

Graphic Designer, contract freelance

Concept, design and production of advertising and all print materials; Collaborated with marketing departments to ensure brand consistency; Managed projects from concept to completion.

2003 - 2008

Merle Norman Cosmetics

Art Director, full-time staff

Concept, design and production of advertising, catalogues, direct mail, corporate identities, in-store point of purchase displays and all print materials; Storyboarded TV spots; Cast models, Hired photographers, stylists and illustrators; Art directed model and product photography; Supervised and directed retouching, color separation and printing; Concepted with copywriters on seasonal campaign ideas and promotions; Partnered with marketing and product development teams to ensure brand consistency; Managed projects from concept to completion.

2001 - 2003

Amgen

Art Director/Designer, contract freelance

Concept, design and production of advertising, corporate identities, collateral, invitations and trade-show exhibits; Partnered with marketing and product development teams to ensure brand consistency; Managed projects from concept to completion.

Nestle

Art Director/Designer, contract freelance

Concept, design and production of advertising, collateral, newsletters and signage; Partnered with marketing and product development teams to ensure brand consistency; Managed projects from concept to completion.

Thomas & Thomas

Art Director/Designer, contract freelance

Partnered with company president to develop concept and design of advertising, catalogues, collateral and web site; Managed projects from concept to completion.

Clients: Moldex, Sunshine Preschool

1999 - 2001

McKenzie & Associates

Art Director/Designer, full-time freelance

Partnered with company president to develop concept and design of annual reports, corporate identity, packaging, press kits and web site; Managed projects from concept to completion.

Clients: City of Hope, Ernst & Young, Private Industry Council, Raychem

[208] 577-7681

lisagdesign@yahoo.com



Lisa Guerrero | Art Direction | Design (continued)

Mervyn's

Designer, contract freelance

Concept, design and production of advertising, corporate identities, collateral, invitations and magazines; Concepted with copywriters on campaign ideas and promotions; Managed projects from concept to completion.

1997 - 1999

Loomis, Inc.

Art Director, full-time staff

Concept, design and production of advertising, catalogues, direct mail, corporate identities, in-store point of purchase displays and all print materials; Hired photographers; Supervised and directed retouching, color separation and printing; Concepted with copywriters on campaign ideas and promotions; Partnered with marketing teams to ensure brand consistency; Managed production, taking projects from concept to completion.

Clients: GST Telecom, IMAX Theatres, Legends In Concert, Tahiti Perles, Tesoro, University Health Alliance, Watt Hawaii Realty

1996 - 1997

Peck Sims Mueller

Graphic Designer, full-time staff

Designed advertising, corporate identities, in-store point of purchase displays and posters, Hired photographers; Concepted with copywriters on campaign ideas and promotions; Partnered with marketing teams to ensure brand consistency.

Clients: Blockbuster Video, Hawaiian Regent Hotel, Honolulu Ad Federation, Kona Village Resort, McDonald's, Sprint, Whalers Village Shopping Center

1995 - 1996

Nomura Design

Graphic Designer, full-time staff

Designed advertising, annual reports, corporate identities, direct mail, environmental signage, in-store point of purchase displays, newsletters and posters; Managed production, taking projects from concept to completion.

Clients: Bank of Hawaii, Central Pacific Bank, Hawaiian Airlines

TECHNICAL

Macintosh OSX

Quark Xpress, Adobe CS4 (Adobe InDesign, Adobe Photoshop, Adobe Illustrator), Adobe Acrobat, MS Word

EDUCATION

Otis/Parsons College of Art & Design, Los Angeles, California

Bachelor of Fine Arts, with honors

Courses in communication design, photography, fine art, art history

University of Hawaii at Manoa, Honolulu, Hawaii

Undergraduate studies: humanities, art history, graphic design, photography

REFERENCES

Available upon request

[208] 577-7681

lisagdesign@yahoo.com