

Lise Holliker Dykes

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ABOUT ME

- Proven design thinker, mentor, influencer, teacher, and user advocate
- 27 years of multimedia graphic design, including lead design, UX/UI design, art direction, and creative direction as a consultant/agency and as a full-time hire in a variety of businesses and non-profits
- 20 years of online development including product design, front-end development, and information architecture

EXPERIENCE

September 2015–Present: Senior Graphic Designer, Chesapeake Bay Foundation

RECENT HIGHLIGHTS

- Designed creative for advertising campaigns that saw a 25% increase in revenue for Q1 and Q2 of FY20
- Developed creative for Facebook ads that re-engaged 2,300 highly valuable lapsed users at a Cost Per Result of less than \$2.00
- Produced Facebook campaign creative generating over \$182,000 in revenue in Q1 and Q2 of FY20
- Created robust suite of visual collateral supporting a cross-channel year-end fundraising campaign that raised over \$512,000 at a 339% Return on Ad Spend (ROAS)
- Developed suite of responsive email design system templates that consistently contribute to 0.0 SPAM ratings and a 0.2% increase in average click rates

JOB DESCRIPTION

- Design award-winning print and online advertising, magazines, newsletters, infographics, direct response collateral, promotional materials, environmental display/wayfinding, and other digital or print needs
- Create and code design for responsive websites, emails, and social media, including templates for staff use
- Lead and provide CSS style sheets for brand and design makeover of organization website
- Design and produce logo marks and branding guidelines
- Provide art direction, quality control, constructive critique, interviewing, hiring, on-boarding, and training for in-house staff, interns, internal clients, and outside vendors
- Design company presentations, including branded suite of PowerPoint templates for staff use
- Source and art direct stock/custom photography and custom illustration, including hiring and direction of photo shoots
- Prepare and deliver client pitch materials and presentations
- Represent the Communications Department on company steering committees
- Consult on and implement organization strategies, including digital project management, digital asset management (DAM), and paperless workflow

1995–Present: Freelance Art Director/Front End Web Developer

- Design and production of a wide variety of print and online collateral for diverse clients, including advertising, magazines, newsletters, infographics, direct response, collateral, promotional materials, book covers, DVD/CD packaging, point-of-purchase, and environmental display/wayfinding
- Design, implementation, testing, training, and maintenance for static and content-managed websites
- Art direction, quality control, interviewing, and training for in-house staff and outside vendors
- Branding and design for responsive websites, emails, and social media, including templates for staff use
- Preparation and delivery of client pitch materials and presentations
- Research, bid coordination, project management, and budgeting for print and online service providers
- Research and implementation for CMS, e-commerce solutions, SEO, and accessibility best-practice solutions
- Consultation, setup, and management for shared and VPS UNIX hosting, domains, and SSL certificates

1994–1995: Graphic Artist/Technical Writer • Bonnie Walker & Associates, Inc.

- Research, writing, and design of public health/safety testing and training materials
- Preparation and submission of grant proposals
- Creation of custom illustrations and charts for print and video
- Production assistance for on-location video shoots

1990–1994: Publications Coordinator • Washington Bible College/Capital Bible Seminary

- Writing and design of all public relations, advertising, and collateral material
- Management of print and advertising budgets and schedules

EDUCATION

B.A., Journalism/Graphic Design

OTHER QUALIFICATIONS

- **Personal skills:** Intuitive approach to client/colleague consultation, drive to learn and keep up with changes the industry, active participation in the global design and development communities, flexibility, timely response to deadlines and changing priorities, equal comfort working as a leader, team member, or independent contributor, able to juggle multiple tasks as required
- **Software competencies:** Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Acrobat Pro, XD, Spark, Premiere, Dreamweaver, After Effects), Sketch, InVision, Balsamiq, Figma, Microsoft Word, Excel, PowerPoint, Teams, Google Docs/Slides, ExpressionEngine, WordPress, Bootstrap, HTML, CSS, jQuery, Sequel Pro, Sublime Text, Visual Studio Code, Asana, SmartSheet, Basecamp, Github, MAMP, Firefox/Chrome/Safari Developer Tools, Formstack, Stripe, Constant Contact, MailChimp, Luminare Online/CMS, ArcGIS Online, Google Web Designer, Slack
- **Professional development:** Preparing for Web Accessibility Specialist (WAS) Certification, Google UX Design Certificate, AIGA Member/Mentor, International Association of Accessibility Professionals Member, User Experience Professionals Association DC Chapter Member, Interaction Design Foundation Member, An Event Apart 2011 & 2018-2019, EECONF 2017, Create Chaos, delve:UI, EEI 2011–2014, Breaking Development 2014, PEERS 2014–2015, ConvergeSE 2014–2016, PepCon 2015