

# Lise Holliker Dykes

1623 Howard Chapel Court • Crofton, MD 21114

443.481.8469 • [lhdesign@mac.com](mailto:lhdesign@mac.com)

[lhdonline.com](http://lhdonline.com)

## ABOUT ME

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- Proven design thinker, mentor, influencer, teacher, and user advocate
- 27 years of graphic design experience for digital and conventional media, including roles as lead designer, UX/UI designer, art director, and creative director as a consultant/agency and as a full-time hire in a variety of private and non-profit sectors
- 20 years of online development experience including roles as front end developer, information architect, and webmaster

## EXPERIENCE

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**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 clientele, 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

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B.A., Journalism/Graphic Design: 1993, Washington Bible College, Lanham, MD

## OTHER QUALIFICATIONS

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- **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 team 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, Filemaker Pro, Microsoft Word, Excel, PowerPoint, Teams, Google Docs, ExpressionEngine, WordPress, Bootstrap, Zurb Foundation, 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, Luminate Online/CMS, ArcGIS Online, Google Web Designer, Slack
- **Professional development:** AIGA Member/Mentor, An Event Apart 2011 & 2018-2019, EECONF 2017, Create Chaos, delve:UI, EECI 2011-2014, Breaking Development 2014, PEERS 2014-2015, ConvergeSE 2014-2016, PepCon 2015, User Experience Professionals Association DC Chapter Member, Interaction Design Foundation Member