

LISA GEIGER

CONTACT

☎ 831-238-5330

✉ lisageigerdesign@gmail.com

🔗 lisageigerdesign.com

📍 Kernersville, NC

SKILLS

Strong sense of design aesthetics

Instagram X Facebook

MailChimp Canva Pinterest

Knowledge of design trends

Proficiency in Adobe Creative Suite

Photoshop Illustrator InDesign

Presentations Animation Social Media

Icons Infographics Logos

Strong communication

Self-motivated Creative Cooperative

Typography Color Layout Composition

Conceptual thinker Collaborative

EXPERIENCE

GRAPHIC DESIGNER | ILLUSTRATOR

Lisa Geiger Art + Design | 2014 to present

- Collaborate with clients, evaluating needs and specifications to develop successful design solutions.
- Take responsibility for projects from client contact through delivery.
- Plan, analyze, organize, and execute graphic design elements of campaigns.
- Create high-end web designs, graphics, and promotional materials in multiple formats.
- Apply proficient technical skills with standard industry tools, including Adobe Creative Cloud Photoshop, Illustrator, InDesign as well as Procreate and Powerpoint to produce art and design for digital and print products.
- Utilize typography, color theory, UI/UX design and layout principles including hierarchy and organization of elements for print and digital layouts and infographics.
- Concept and produce all creative for social media channels, websites, marketing collateral, e-mail, infographics, presentations, and other design projects.
- Responsible for ensuring brand consistency while offering a fresh approach to design.
- Maintain knowledge of industry standards, trends and state-of-the-art technology to provide and enhance services.
- Maintain excellent file management, updating and archiving files.

FACULTY ASSOCIATE FOR RESEARCH

Naval Postgraduate School | 2017 - 2019

- Work collaboratively within a team of six or more, communicating effectively in a multi-project creative environment.
- Research, design, and develop educational materials within a working team of research professionals, providing weekly updates.
- Exhibit a strong design point-of-view and effectively communicate conceptual ideas and design rationale.
- Demonstrate an understanding of the design and print production processes and combine this knowledge with the project objectives to solve creative challenges.
- Present work to subject matter experts, responding effectively and appropriately to creative and instructional feedback.
- Create presentation decks in Powerpoint for individual and class use.
- Manage day-to-day graphic production needs, keeping up with a calendar of events, work orders, campaigns and any project-driven deadlines.

GRAPHIC DESIGNER

Marty Magic | 2016 - 2017

- Design and produce visual concepts consistent with defined brand in online retail environments.
- Concept designs, investigating information and associated ideas and presenting for approval.
- Design and layout for print and digital platforms including email, print collateral, internet, and social media.
- Create and maintain product listings for three online stores.
- Use expertise in photo compositing.
- Create innovative, on-brand designs that support unique brand identity.

LISA GEIGER


EXPERIENCE CONTINUED

ADMINISTRATIVE ASSISTANT

KW Property Management | 2013 to 2014


- Prepare leases and other legal documents
- Create a variety of documents in Word and Excel
- Compose effective email and mail correspondence
- Place advertisements on internet
- Show properties to prospective tenants
- Manage property maintenance and repair
- Order appliances and schedule installations
- Handle multiple phone lines
- File and keep records
- Set appointments

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