

LISA PAGE PRAHL/RAMEY

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Graphic Designer / Art Director

Over 20 Years of Experience in Design Work and Leadership ■ Track Record of Success in Increasing Sales and Improving Market Presence through High-Quality Marketing Materials and Solutions ■ Proven Ability to Meet Tight Deadlines, Resolve Complex Problems, and Earn Rave Reviews for Creative Output ■ Uncompromising Focus on Customer Service

National Advertising Campaigns / Full Retail Programs / P.O.P. Displays / Promotions / Corporate Identity Programs Brochure, Editorial & Logo Design / Illustration / Web Site Graphics / Team Direction & Mentoring / Project Management

Professional Experience

DESIGNER – Lisa Page Design – 2002-2007

Developed graphics and marketing materials for various businesses (brochures, newsletters, posters, logos, illustrations, and signage solutions). Analyzed client requirements, including highly technical services, to determine appropriate strategies. *Key Accomplishments:*

- **Developed series of low-cost, high-quality marketing solutions for *The Bellevue Club* on limited budgets.**
Elevated *The Bellevue Club's* identity and achieved client satisfaction by providing excellent quality work within deadlines.
- **Translated complex, technical ideas into understandable, visually appealing graphics to market hi-tech clients.**
Designed brochures for radiology intranet services provider *MEDOrder* and internet developer *INTELLECTspace*,
- **Strengthened presence of *Angelina's Tratoria* and *Dish It Up!* within local communities through logo and signage designs.**
Additionally taught and developed Packaging Design class for *Seattle Art Institute*.

CREATIVE DIRECTOR – Multimedia 2000 – 1994-2002

Created all packaging design graphics, marketing materials, point-of-purchase displays, and advertising work to further business development goals. Reported directly to VP of Marketing and led 3 multimedia teams in design of multiple CD-ROM "how-to" interfaces for key clients, including *Home Depot*, *Better Homes and Gardens*, *Emily Post*, and *Canon*. Challenged to implement cohesive branding strategy previously absent within the department's output. *Key Accomplishments:*

- **Developed extensive portfolio of new marketing materials, frequently meeting near-impossible deadlines** and consistently exceeding both client and company expectations.
- **Created packaging standards that raised consumer awareness and low-cost packaging for "on demand"** order filling process that improved sales through increase in small orders.
- **Reached status as longest-tenured employee over 8 years with several significant periods of change.**
Earned across-the-board praise for design work while motivating other artists to achieve improved results.

ART DIRECTOR – Williams & Helde Advertising – 1988-1994

Created complete clip art programs for national boat distributors and directed photo shoots, both in studio and on location. Presented design concepts to clients and interacted with printers and media suppliers to ensure fulfillment of client requirements. Supervised illustrators and photographers while designing ads and brochures to service client companies of advertising agency, reporting directly to Creative Director/Owner. *Key Accomplishments:*

- **Played key role in helping Yachting division of *Bayliner* dealerships achieve its highest year-to-date sales** through development of multiple, full-scale retail sale campaigns. Worked extensive overtime hours to meet 100% of deadlines for high-demand national retail program with *Bayliner*.
- **Secured high-profile, lucrative client *Raleigh Bicycles* by meeting with company's marketing director** and presenting portfolio of design work.

Professional Development

BACHELOR OF ARTS – Art Center College of Design – Pasadena, CA

Beginning Web Design & Animation, *Art Institute of Seattle*; Design Seminars, *MacWorld*; Digital Color Management Course, *Ivey Seright*

COMPUTER SKILLS SUMMARY: Freehand, Illustrator, QuarkXpress, Photoshop, InDesign

AFFILIATIONS/ACTIVITIES: DBUG—Mac User Group, Seattle; Washington Athletic Club; Seattle Archdiocese of Catholic Schools