

Lisa Ansteth

27818 Western Golf Drive
Livonia, MI 48154

734.679.1412

lisa.ansteth@yahoo.com

www.lisaleedesigns.com

www.linkedin.com/in/lisaansteth



Employment Objective

To contribute to the success of an organization by fully utilizing my skills and knowledge in the field of graphic and web design in a position offering growth and development – not only for the position I hold, but the company as a whole.

Summary of Qualifications

Highly efficient and intelligent graphic designer who has contributed to the success of the company, making the Inc. 5000 list two years in a row in addition to two silver medals at the 2011 MCM awards. Extensive experience in print design, web e-commerce design, project management and many other applications. Determined individual with the dedication to maintain a fast-paced work flow while managing projects for myself and other individuals. Accustomed to performing in a deadline-driven environment with an emphasis on maintaining two separate brands within one company. Full creative responsibility in the production, design and printing of multiple catalogs for worldwide distribution. Numerous projects involving UL and ETL design standards. Extremely proficient with both Mac and PC platforms.

Present Career Summary

- Creative Coordinator in charge of management and design of all print work, graphics for the web site and email blasts as well as taking and editing product photographs and landscape photography.
- Managed quote requests, press checks at printers as well as overseas project experience.
- Overhauled the design of a 64 page catalog, taking the design to a whole new level. [www.thepondguycatalog.com]
- Designed and implemented consistency of the e-commerce web site throughout multiple web site redesigns, including an entire web site redesign that is currently in progress. [www.thepondguy.com]
- Committed to excellence and professionalism through a deadline-driven workflow, with a tremendous amount of dedication in and out of the office.
- Intelligent, creative designer in conceptualization and practical application of duties including print design, web design, photography and fine art.

Creative experience in the following:

PRINT DESIGN

- Catalogs (24 pg. once a year, 64 pg. twice a year)
- Box Designs, Header Cards, Blister Packs & Product Labels
- Cut Sheets, Manuals, Office Forms & Envelopes
- Brochures, Postcards, Flyers & Buttons
- Store Signage, Coroplast Signs & Banners



WEB & MULTIMEDIA DESIGN

- Web Site Design & Banner Design
- eBlast Management & Design
- DVD Case & Disc Design
- Videography
- PowerPoint Design

PHOTOGRAPHY

- Product Photography
- Landscape Photography
- Photo Retouching
- Photo Manipulation
- Portrait Photography

Computer Applications

 Photoshop  InDesign  Illustrator  Dreamweaver  Fireworks  Flash  Lightroom  Bridge

Previous Design Experience

- Created web site for KcJacoby Photography in the winter of 2009. [www.kcjacobyphoto.com]
- Designed web site for David H. Stonik, CPA in the winter of 2010. [www.stonikcpa.com]
- Redesigned newsletter for Schoolcraft College in the fall of 2008 that was chosen out of 30 students to be mailed to honor students and alumni.
- Production manager for practical application class at Schoolcraft along with the production manager for multiple events held during the semester.

Employment History

Creative Coordinator

The Pond Guy, Inc.

Marine City, MI

2010 – Present

Web & Graphic Designer

LisaLee Designs

Livonia, MI

2009 – Present

Education

Associate, Post Associate & One Year Certificate

CGT – Digital Art, Publishing & Web Design

Schoolcraft College

2007–2010

References

Connie Cullimore

Controller – The Pond Guy, Inc., Marine City, MI

810.300.4856 – ron.con.cullimore@juno.com

Crystal Williams

Store Manager – The Pond Guy, Inc., Marine City, MI

586.822.0142

Ken Jacoby

Photographer – KC Jacoby Photography, Plymouth, MI

586.243.1102 – kjacoby@gmail.com