lisa weīstroffer

education

Illinois Wesleyan University
Bloomington, Illinois

Bachelor of Fine Arts
Graphic Design Concentration
Ceramics Concentration

Spanish Minor
Study abroad in Costa Rica + Spain

Graduation: 1998
Summa Cum Laude

software

Adobe Photoshop
Adobe Illustrator
QuarkXPress
Adobe InDesign
Adobe Flash
Adobe Acrobat

languages

Spanish

work experience

Freelance Designer
Montgomery, Illinois
2003 – present

Service offerings include corporate identity development, print collateral, advertising and Web design.

Ball Publishing
Batavia, Illinois
Senior Designer; 2003 – 2008

Responsibilities included design of *Green Profit* magazine as well as consumer and trade book titles for the horticulture industry. In addition to the development of concept-based creative and coordination of final art for print advertising, conference identities and collateral, event signage, media kits and Web sites, I created monthly flash animations for our magazine Web sites and implemented custom style sheets for increased efficiency between our editorial and creative staff.

Pletka Design
Naperville, Illinois
Designer; 1998 – 2003

Responsibilities included the development of marketing-focused creative solutions for corporate clients in the financial, technology and health care sectors including identity development, event signage, publication design, flash animation, Web site design and direct mail. Duties also involved securing usage and license fees for stock photography, obtaining estimates from vendors, proofreading and archiving.

recognition

Graphic Design USA: 2008
Corridor Kids Pediatric Dentistry Logo

Visiting Artist: 2008
Illinois Wesleyan University

Graphic Design USA: 2007
Absolutely Beautiful Containers

Graphic Design USA: 2006
Green Profit's Retail Experience Logo
Great Flowering Landscape Shrubs

Garden Writers Association
Media Awards Judge: 2005 + 2006

Graphic Design USA: 2005
August 2004 *Green Profit* Cover
Consumer Buzz Live Invitation
Champagne Party Invitation
A Day in Their Shoes Logo

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