

Lisa Armitage

Visual Communicator, Philosopher of Attractive Design and Plant Killer

An upbeat, motivated, concept-driven designer with many years of print/web design experience working with a variety of organizations ranging from Fortune 500 companies with established brands to small, fast-growth companies with emerging brands.

STRENGTHS

An eye for clean design with a solid understanding of typography and color theory

Ability to conceptualize, present and execute ideas, whether working independently or following direction

Experience creating sites that are cross-platform, multi-browser compatible and "mobile first"

Understanding of internet marketing, email marketing and search engine friendly websites that follow best practices (SEO & SEM; PPC; Social Media Ads)

Excellent communication and organizational skills with a commitment to meeting deadlines

WORK

04.2004 - present - CONTRACT DESIGN CONSULTANT

Creating award-winning work for agencies and brands in a wide range of industries.

Agencies: Sextant Marketing Group, ifame Media, Swim Digital, Tribridge, CEA bright marketing and Marketopia

Verticals: Higher Ed, Finance, Government, Entertainment, eCommerce, Non-profit, Real Estate, Media, Technology, Healthcare, Construction and Automotive

Brands: EY-Ernst & Young, FIS, Florida Virtual Schools, Petco, US Census Bureau, AACSB, Eckerd College, JW Cole, Kentucky State University, Merrimack College, Metro Places, New England College, Pediatric Cancer Research Foundation, St. Petersburg College (SPC), Sam Rogers Homes (award), Samstaff, Tampa Bay Healthcare Collaborative (TBHC) and University of Virginia

09.2003 - 04.2004 Design Consultant | Bisk - Tampa, FL

01.2002 - 01.2003 Design Consultant | Solature - Tampa, FL

03.2000 - 01.2002 Senior Designer | Hydrogen Media - St. Pete. FL

REFERENCES

Joseph Gamble - Colorado Mtn College - 912-441-5172 | jc@jcgamble.com

Belinda Davison - gifted - 303.585.0055 | bella@sendgifted.com

Jesse Bidot - Qlik - Sr. Experience Manager - 813.495.8303 | jbidot@gmail.com

CONTACT

2thinkcreative.com

lisa@2thinkcreative.com

813.494.3376

SKILLS

Branding and Corporate Identity

Marketing & Campaign Development

Creative Art Direction

Web Design & Development

Email Marketing

Social Media Marketing

UI & UX Design

Information/Presentation Design

Infographics

Print Design

Project Management & Planning

SEO and SEM Strategies

TOOLS

Design

Adobe Creative Suite CC

· Photoshop, Illustrator, InDesign

Sketch; Invision

Coding/Web

· HTML5, CSS, Word Press, Bootstrap

Microsoft

· PowerPoint, Excel, Word,

Social Marketing

· Twitter, Facebook, Pinterest, Snapchat,

Instagram, LinkedIn

EDUCATION

University of South Florida

Tampa, FL

Bachelor of Arts

College of Fine Arts

May 1992