

Lisa Armitage

Visual Communicator, Philosopher of Attractive Design and Plant Killer

An upbeat, motivated, concept-driven design leader with many years of 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 marketing creative that are cross-platform, multi-browser compatible and “mobile first”
- ✓ 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, Healthcare, Insurance, Finance, Government, Entertainment, eCommerce, Non-profit, Real Estate, Media, Technology, Construction and Automotive

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

Jenny Hammond - AVP Marketing btis - 760.805.7619 | jhammond@btisinc.com

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

Belinda Davison - hi-ya - 303.585.0055 | bella@sendhiya.com

CONTACT

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SKILLS

Branding and Corporate Identity
Marketing & Campaign Development
Creative Art Direction
Web Design & Development
App Design & Development
LMS/CMS Design & Development
Email & Social Media Marketing
UI & UX Design
Information/Presentation Design
Infographics
Print Design

TOOLS

Design/Prototyping

Adobe Creative Suite CC:
XD, Photoshop, Illustrator, InDesign;
Canva, Sketch, Figma, Mira

Coding/Web

· Word Press, Bootstrap, HTML5, CSS,
Shopify, SharpSpring, Mailchimp

Microsoft

· PowerPoint, Excel, Word

Social Marketing

· Twitter, Facebook, Pinterest, Snapchat,
Instagram, LinkedIn

Productivity

· ActiveCollab, Slack, Jira, asana

EDUCATION

University of South Florida
Tampa, FL
Bachelor of Arts
College of Fine Arts
May 1992