

# 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 user-centered creative that are cross-platform, multi-device compatible
- ✓ Excellent communication and organizational skills with a commitment to meeting deadlines

## WORK

**2010 - 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:

Moffit Cancer Center, 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

## CONTACT

2thinkcreative.com

lisa@2thinkcreative.com

813.494.3376

## 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