

HARD WORK IS EMBEDDED IN MY DNA. I AM A LEADER AND AN EXCELLENT TEAM PLAYER. MY EXPERIENCE IS VAST, PROVIDING CLIENTS AND EMPLOYERS WITH A GAMUT OF SKILLS TO HELP GROW THEIR BUSINESSES. PACKAGE DESIGN AND PRODUCT DEVELOPMENT ARE THE MAGICAL DUO THAT MAKE ME FEEL THE MOST

LISA FRENCH

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the FRENCH PRESS

SKILLS

Art Direction
Package Design
Illustration
Branding
Editorial Design
Tradeshow Booth Design
Quality Assurance
Invitations
Signage
Soft Goods
Hard Goods
Product Development
Patent Drawings
Photography
360 Product Photography
Video Editing
Wordpress
Wireframing
Social Media
Mailchimp
Amazon A+ Content
Web Banners
Interior Design
Merchandising
Social Media

PROGRAMS

Illustrator
Photoshop
InDesign
Premiere Pro
Acrobat Pro
Office/Sharepoint
Monday.com
Wordpress
Squarespace

EXPERIENCE

PIC
Raid
Ortho Home Defense
Disney
Warner Brothers
Hello Kitty
DC
Adrienne Vittadini
Catherine Malandrino
Private Label

DESIGN, DEVELOPMENT, DIRECTION.

PIC CORPORATION, ART DIRECTOR, Jul 2016 - Present

Inventor, U.S. Patent No. D976358
Other Patents Pending in the U.S. and Abroad.

Art Direction and Creative Lead. Package Design, POP Displays, [re-]Branding, Logos, Style Guides, Content Design, Digital Asset Management, Editorial Design, Sales Presentations, Animation, Mockup Construction, Environmental Graphic Design, Eco-Friendly Packaging (Sustainability Efforts, Research and Tracking and Implementation) Quality Assurance, Photography, Photo Editing, Video Editing, Email Blasts, Social Media, Copyrighting, Wire framing, Web Design, Product Development, Patent Drawings, Technical Drawings, Illustration, Digital Painting, Merchandising, Retail Planogram Design, Interior Design, Tradeshow Booth Design, Environmental Graphic Design, Interior Design and Staging, Trend Research, Mood Boards, Photo Retouching, Social Media.

(Customers: Every Major Retailer Including Walmart, Home Depot, Lowes, Target)

BLUE STAR/SILVER ONE INTL., SENIOR DESIGNER, Mar 2012 - Jun 2016

Package and Product Design for in-house and licensed brands. Logo Design, Branding, Illustration, Specing and Technical Drawings, Product Design, Soft Goods, Textiles, Mockup Construction, Hard Goods, Merchandising, and Interior Design for the Adrienne Vittadini and Catherine Malandrino Showrooms.

(Customers: Bed, Bath & Beyond, Walmart Burlington, Wakefern and more.)

HOOPER HOLMES, FREELANCE GRAPHIC DESIGNER, Feb 2012 - Mar 2012

Environmental Graphic design, create flyers, medical brochures, create templated legal documents and fillable PDF's, photo editing, and writing/proofreading for their web blasts and newsletters for their several branches and brands across the globe.

HORIZON GROUP USA, FREELANCE DESIGNER, Dec 2010 - Jun 2011

Package design, product design, POP Displays, handmade mockups, and photo editing for licenses such as DC Comics, Hello Kitty, Disney, and Warner Bros.

(Customers: Michaels & AC Moore.)

MUNDI-WESTPORT, FREELANCE DESIGNER, Mar 2011 - Apr 2011

Photography and photo editing for J-Fold website.

MIDDLETOWN ART CENTER, ART TEACHER, Sept 2008 - Feb 2011

Art classes and camps for children K-5 and special needs children using acrylic paint, paper mache, watercolors, clay, marker, pencil, collage and other media. Lesson plans are tied in with age-appropriate art history.

MADISON SQUARE GARDEN, PHOTO INTERN, Jun 2008 - Aug 2008

Photo editing, shoot setup for infamous MSG photographers for NY Knick games, NY Liberty, NY Rangers, Radio City events.

ADVENTURE ART CAMP, ART INSTRUCTOR, Jun 2007 - Aug 2007

Acrylics instructor with art history overview for kids grades 7-9.

EDUCATION

Kean University, The Robert Busch School of Design.
BFA Visual Communications 2010.

Brookdale College AA Graphic Design 2007.
Art Club President 2006-2007, Deans List.

Middletown HS North HS Diploma 2003
Volunteer Work, Murals, Colorguard Section Leader.

FULFILLED AS A DESIGNER. I LOVE PROJECTS THAT MAKE AN IMPACT. I LOVE A CHALLENGE. MY CHILDREN, 90'S HARD ROCK AND THE BEACH ARE MY FUEL. EXCELLENT DESIGN FUNDAMENTALS AND CAFFIENE MAKE ME THE HAPPIEST. SO, PICK ME. WE'LL MAKE A GREAT TEAM. I TRULY CAN'T WAIT TO WORK WITH YOU. -LF