



Dynamic and innovative professional with 8+ years of invaluable hands-on experience in creative design, brand development and graphic design. Successfully skilled in handling simultaneous design projects from from conceptualization to market execution. Equipped with insightful ability to escalate brand awareness by being able to identify opportunities, overcome objections, build long-term mutually beneficial relationships with vendors, workforce, and clients, and establishing a well-branded, lucrative company. Driven by a love for design and the need to expand my knowledge. Always working with high ambitions and continually striving to better myself in my field.

EDUCATION

The Art Institute of Las Vegas
Bachelor of Science, 2013
Graphic Design
Lake Havasu City High School
Diploma, 2010

KNOWLEDGE

Print Collateral, Advertising, Typography, Sketching, Concept Design, Packaging Design, Photography, Print Production, Copyrighting, Corporate Identity, e-Magazine

PROGRAMS

Mac / Windows Proficient



Adobe Creative Cloud



Microsoft Office Professional



NETWORK & CONTACT



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🌐 lisbcreative.space

PROFESSIONAL EXPERIENCE

Marketing Specialist // Jan 2023 - Current
Accent Podiatry Associate

Jr Graphic Designer // Mar 2023 - April 2024
CrowdStrike

Graphic Designer // Jul 2013 - Oct 2022
Caesars Entertainment Corporation

Graphic Designer // Jan 2013 - Jul 2013
Tropicana Las Vegas Inc.

Design Intern // Oct 2012 - Dec 2012
Tropicana Las Vegas Inc.

- Worked hands-on with Sr. Designers and Creative Directors developing concepts and/or help build templates for approved brands and promotions.
- Produced a high volume of quality brand specific collateral, direct mail, billboard, wall wraps in a timely manner in order to meet deadlines.
- Took on complex projects and successfully completed each project in a quick time frame.
- Insured all work sent out were built to correct job specifications and brand standards.

Successful logos currently in-use: Fly LINQ, Voie Spa, The Spa at Horseshoe Tunica, GDL by Giada, Aroma Buffet

Contributed logo concepts: Sparkle, Vitalize, Horseshoe AfterDark, Mix&Mingle, Alto Bar, Garden of the GODS, Goliath, HS Terrace, Brew 318, The Market, Flocked, Lucky Duck

THE WORKS & COLLABORATIVE

PerFit Rocks, Texas - 2022
NewME by Rani, Texas - 2022
Atelier Kasana Boutique, Alaska - 2022
LV Premier Insurance Broker, Nevada - 2021
DJ Greg Lopez, Nevada - 2018
Grounded Landscaping, Hawaii - 2016
Tori Lash Artist, Alaska - 2015
Dana Yee Filmography, New York - 2014
Chiller Album Cover, Nevada - 2013
Arizona Chiropractic Physicians, Arizona - 2012
MeetTheAppBuilder, California - 2011

HOBBIES & INTERESTS

Photography // Baking // Crafting // Family & Friends