

EXPERIENCE

**Freelance Designer** Philadelphia, PA

*June 2001 – present*

Ongoing freelance design / web development for advertising / PR clients in the Philadelphia area. Responsible for all client interaction and project management. Collaboration on projects as needed with programmers on web projects.

**DORLAND GLOBAL HEALTH COMMUNICATIONS** Philadelphia, PA

**Freelance Graphic / Web Designer**

*February 2002 – August 2005*

Daily interaction with Art Directors, Creative Directors, Traffic Coordinators, and Proof readers on advertising print campaigns and occasional web site projects. Clientele are major pharmaceutical companies promoting new medicines and procedures in a fast-paced environment. Daily work includes design, layout modifications, retouching, presentation materials, and preparing files for press.

**DEVINE & POWERS COMMUNICATIONS GROUP** Philadelphia, PA

**Public Relations Internship**

*January 2004 – September 2004*

Experience working with two principals of the firm, gaining knowledge and insight into public relations and marketing communications. Daily work included research, media calls, writing press releases, bios, remarks, event planning and participation in brain storming for client proposals.

**KELSH WILSON DESIGN** Philadelphia, PA

**Freelance Web Development**

Web site layout construction and content modifications to university web sites including UArts and UNC. Projects entail working with web site developers, designers, and project managers.

**QWEST INTERACTIVE** Philadelphia, PA

**Web design / HTML editor**

*November 2001 – January 2002*

Part of a team involved in development and testing of the IRS's new web site – a 17,000-paged deadline driven project. In individual teams of 5, each team tested the site globally for accuracy, functionality, and usability in all browsers.

**AB INTERNET, INC.** West Norriton, PA

**Art Director / Interactive Project Manager**

*May 1999 – June 2001*

Evaluation of clients' needs, lead visionary for web site architecture, design, and functionality. Team leader and creative direction to the design team on all projects. Client relations, project time tracking analysis, web site design, company advertising, consulting, and internal promotional ad art direction and approval.

- Assisted Sales in proposals / presentation for all major clients
- Created and executed new policies to improve efficiency
- Full life-cycle of projects / project management / art direction
- Approved all project contracts / contract addendums
- Managed / art directed team of 3 web designers

## Graphic Designer

August 1997 – May 1999

Founded the Design department at AB Internet. Responsible for all web site design and print material advertising for both new and existing clients.

- Creation / revision of GUIs for clients
- Maintenance of web sites
- HTML coding / web site design / file transfer using FTP

## RHB VENTURES

Berwyn, PA

### Junior Graphic Designer

March – August 1997

Seasonal graphic design work, created Sports Marketing Advertising Nationwide for the Nuveen Tour (now Success Magazine Tour). Media included magazine ads, (US NEWS & Tennis magazine), brochures, newspaper ads, (NY Times, Washington Post, etc.) billboards, and logo and collateral design.

## EDUCATION

Savannah College of Art and Design, Bachelor of Fine Arts in Graphic Design, August 1996, Savannah, Georgia

## MANAGEMENT TRAINING

AMA (American Management Association) – Management Skills & Techniques, and Improving Managerial Skills (3 day seminars)

Dale Carnegie – Leadership Training for Managers (8 week class)

## LEADERSHIP SKILLS

Professional creative designs, client directional evaluation, communication / people skills, problem solving, organizational skills, motivated team leader, and presentation.

## SOFTWARE

*Proficient in dual platform Mac OS9 & OSX / PC:*

Adobe Illustrator, Photoshop, Acrobat, Edit Pad, Macromedia Dreamweaver, GIF Animator, QuarkXPress, Extensis FlightCheck, HTML, Microsoft Frontpage, Outlook, Word, BB Edit, and FTP programs.

*Moderate experience using:*

Macromedia Flash, Fireworks, CSS, Adobe Go-Live, Dimensions, Pagemaker, Pagemill, Image Ready, JavaScript, Microsoft Powerpoint, Office, and Visio.

## AFFILIATIONS

AIGA (American Institute of Graphic Arts)

Alpha Delta Pi Sorority

MacBUS (Macintosh Business Users Society)

Dsnx (Philadelphia Design Exchange)

## ONLINE PORTFOLIO

trilisa.com

## REFERENCES

References are available upon request.