

Isabella Lawson ♦ hello@isabellalawson.com ♦ 502-554-5816

Graphics production specialist with a detail-oriented workflow. Learned laser marking software in less than a month, experienced in Adobe Illustrator, Photoshop and InDesign.

Experience

Vismark (2021 - present, part-time)

Part of USA Image

- Laser engraving on drinkware pre-production & production
- Adapt vector files for laser engraving, using Adobe Illustrator & Radian Laser software
- Implement knowledge of duty cycle, laser hatch distance/pattern, and product diameter to ensure finished product is true to digital mockup
- Created new etching setting to consistently achieve very intricate interior design details, enabling customers (NBC, HBO, XBOX etc.) to use as much detail as they like
- Learned specialized laser software within 20 days
- Create digital mockups for products, created mockup template
- Work alone with little supervision
- Web development - Shopify custom features & bug fixes, web layout

Chase Marketing (2021)

Screenprinting sprint/apprenticeship during back to school season

- Mixed ink to customer color specification
- Registered shirts on the press to be printed
- Cleaned printed shirts of any extra ink before drying
- Fast paced work to clear out large back-to-school spiritwear queue

Education

University of Louisville (2021)

Bachelor of Fine Arts

Specializing in painting

Self-installed thesis show; large installation of interconnected paintings/cut-outs

DuPont Manual High School

Visual Arts

Studied graphic design, screenprinting, fiber art, painting, drawing

Created from start to finish a 12 piece portfolio that received a National Scholastic AP Award (displayed in New York City) in a timespan of 2 weeks

Code Louisville (2021-2023)

Certificates in Web Development, Software Development, & UX Design

Skills

- Adobe Illustrator, Photoshop, InDesign
- Typography, graphic design
- Painting; color theory; reproducing photographs in paint
- Photography; adjusting digital proofs for contrast and saturation for print
- Customer service (food service)
- HTML/CSS/JavaScript
- Web design

