

LISA ISELIN

UI Designer
Graphic Designer

lisaaiselin.com

UI designer, problem solver, & user-centric thinker with an innate sense of empathy & 10 years of graphic design experience in collaborative project roles. Familiar with UI/UX design processes, visual design, HTML5 & CSS3.



Contact



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Skills & Tools

{ Hard Skills }

- UI/UX Design & Process-Oriented
- Graphic Design
- User Research, Testing, & Analysis
- User Flows & Wireframing
- Prototyping & Mockups
- Functional Pixel-Perfect Designs
- Problem Solving
- Brand Identity
- Photo & Creative Art Direction
- Photo Editing
- Interaction Design
- Visual Design

{ Soft Skills }

- Enthusiastically Self-Motivated
- Integrity
- Innately Empathetic
- Analytical Mindset
- Eager to Learn
- Time & Project Management
- Adaptable
- Collaborative

{ Tools }

- Adobe XD
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- InVision
- GitHub
- Atom
- HTML5/CSS3



Education

CareerFoundry

UI Design Immersion Certificate
Frontend Dev Specialization Certificate

University of Minnesota

Bachelor of Science: Graphic Design
Emphasis: Advertising



Hobbies



{ Jam }



{ Ride }



{ Cruise }



{ Sip }



{ Run }



{ Paddle }



Experience

UI Design Continued Ed. | August 2020–June 2021 { CareerFoundry }

- Developed UI & UX skills, tools, & processes including human-centric learning, identification of user problems, research, user flows, wireframing, visual design & communication, & prototyping
- Educated on human behavior & how to design products & services
- Created interactive interfaces
- Developed an understanding of HTML5, CSS3, & JavaScript

Graphic Designer | 2017–December 2020 { Globus }

- Complete redesign of B2B weekly emails resulting in open rates doubled & click-through rates tripled within 3 weeks of launching
- Upheld brand standards on all collateral for 4 Globus sub-brands
- Photo-edited & color-corrected all imagery
- Collaborated with Creative, Marketing, & Management teams
- Designed & developed digital & print projects

Production Manager | 2016–2017 { Dish Network }

- Developed & managed Production Team designers
- Upheld brand standards
- Maintained quality assurance of all Production Team projects
- Managed stock imagery subscriptions

Creative Manager | 2012–2016 { Sports Authority }

- Developed & managed up to 13 Creative Team members, including 2 Assistant Art Directors, 6 Graphic Designers, & 5 Production Artists
- Facilitated brainstorm sessions
- Upheld brand standards
- Managed & directed the design & development of brand & quarterly style guides along with presentation to Marketing & Executive Teams
- Developed lifestyle & product photoshoot plans
- Art directed lifestyle & product photoshoots
- Collaborated with all facets of Creative, Copy, Marketing, Photo Studio, & Executive Teams

Senior Graphic Designer | 2005–2012 { Sports Authority }

- Conceptual design, layout, typography, color, & photography usage
- Collaborated with Copywriters, Project Managers, Creative Managers, & Creative Director
- Managed projects & timelines
- Brainstormed & researched design trends
- Developed photoshoot plans & art directed photoshoots



Recommendations

Here's some nice things past co-workers had to say about me.

● { *Jen Love* } Creative Manager, Globus family of brands

“ Lisa Iselin has the rare Designer Trifecta—Design, Technical Skill, and Service. She is a creative and talented designer with versatile range. She creates innovate and fresh design as smoothly as her ability to adhere to brand standards. Her color-correcting abilities are nothing short of magical. (On many occasions, I have found myself opening her email creations to feast my eyes on their beauty.) Her work at the Globus family of brands encompassed many facets of technical skill. From production work on mega-sized travel brochures, to learning HTML for email production, and troubleshooting file or software issues, Lisa enthusiastically, consistently, and patiently works through her list. (She is very organized, always on time, and never far from her list!) Her friendly, cheerful demeanor makes her a top go-to in the department for jobs big and small. I have never witnessed Lisa lose her cool, or even be without her smile. If you have the pleasure of meeting Lisa, don't let her humility fool you—she is a rare find. ”

● { *Shannon Minger* } Digital Marketing Manager, Highcom Armor

“ I cannot say enough about Lisa's creative and talent genius. I had the pleasure of working with Lisa, where she would be the designer for the majority of the marketing assets provided to our industry partners which I facilitated. These ranged from everything in the B2B segment from emails to tradeshow handouts, audience-specific brochures to social media images. We had different audiences, themes, branding, etc., and every time, my business partners were blown away with what she produced. Lisa was an absolute joy to work with as well, having one of the best attitudes and personality of anyone I have gotten to work alongside. She was always ready to dive in. Always cheerful and positive regardless of how many revisions we had! She truly gets involved in the process. She cares and takes on projects as if they are just as important to her, as they were to me and my business partners and sales team. She made us all look good. Anyone who gets to have Lisa on their team will be the luckiest, as I have yet to find another who could match her passion, her energy, her enthusiasm, or her creative talents. Truly, she is a graphic designing genius across traditional and digital design, with a simply amazing artistic eye she brings to everything she creates. You are going to win big by hiring Lisa. ”

● { *Scott Robinette* } Creative Director, Natural Grocers

“ Lisa is one of the most well-rounded and balanced creatives with which I've had the pleasure to work. She has proven experience in every phase of the creative process across all major marketing channels. From conceptual development, design, production, photoshoot planning & direction and creative management, there has literally been no challenge she has not overcome. She is ridiculously organized, inquisitive, persistent and compassionate with an inhuman work ethic. Simply put: Lisa is the real deal. A complete package that will bring immeasurable value to any team. ”

● { *Ron Stupa* } Chief Marketing Officer, The Michaels Companies Inc.

“ Lisa is an amazingly creative person. She works extremely hard and does great work, but her goofy personality allows her to do it with a great attitude and infectious positive energy. I trusted her to lead key projects like creating our brand style guides or partnering with our agency to rebrand our company. Through all the ups and downs of business, her focus is always where it should be...on the customer and how to reach them. Anyone—employer or team member—is lucky to have Lisa on their team! ”

● { *Carman Killion* } Senior Graphic Designer, Bio Techne

“ Lisa has been one of the best mentors I could've asked for as a designer. She understands how to work well with a lot of different types of personalities and especially, sensitive, creative personalities. She was one of the best managers I could've asked for and being under her showed me how to be a great boss. She's not only incredibly creative and a great problem solver, but she's also one of the hardest working people I've known. Lisa understands the creative process and knows how far she can push her team to turn out a fantastic project. I greatly will miss working next to her every day! ”

Please view additional recommendations at [linkedin.com/in/lisaiselin](https://www.linkedin.com/in/lisaiselin)



References

{ *Jen Love* } 303.703.9019 | jlove@globusfamily.com

{ *Shannon Minger* } 857.544.0506 | smminger001@gmail.com

{ *Gayle Segura* } 720.253.8583 | gayle.segura@gmail.com

