

LISA REINHARDT



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CAPABILITIES Web designer/developer. Senior-level design studio management experience. Strong communication skills. Proficiency in Adobe CC Suite and all Microsoft Office applications. Working knowledge of Slack, Zoom, Basecamp, Glt, GitHub and HTML/CSS/JS.

EXPERIENCE **Self Employed: Web Design and Development,
Design Studio Management Consultation
Fort Atkinson, Wisconsin , October 2016-Present**

Apply a wide breadth of agency operations knowledge to assist with process creation and implementation, account direction and new business pitches, budgeting and estimating, preparing SOWs and briefing teams with new work in all mediums from print to SEM and OLM. Execute print and digital design and production as well as copy writing and editing.

**Simple Finance: Senior Studio Manager
Portland, Oregon , July 2014-October 2016**

Built an in-house brand studio team from the ground up. After an intense search and many interviews Simple now has a talented team including a brand voice lead, art director, designer jr. copy writer and front end developer. Developed and implemented a process for workflow. Supervised execution of a brand refresh, brand guidelines, new website, and other materials to support the marketing team and the company. Execute print and digital design and production as well as copy writing and editing.

**Wieden + Kennedy: Senior Studio Manager
Portland, Oregon: April 2005-October 2014**

Accounts: Facebook, Oregon Tourism, American Express, Coca-Cola, Maxwell House, Target, Starbucks and others.

Managed team of four to seven designers. Directed concept development through production on fully integrated advertising campaigns, including print, interactive and social media. Produced estimates and tracked budgets. Recruited and trained new talent and mentored junior managers. Execute print and digital design and production as well as copy writing and editing.

**Publicis & Hal Riney: Senior Studio Manager
San Francisco, California, October 1997-April 2005**

Regularly requested by creative directors to assist in a design capacity on new business presentations and RFPs. Promoted from studio artist to studio manager after one year.

Provided leadership to a staff of 14 studio production artists. Supervised the scheduling and production of over 6,500 print mechanicals per year for large retail, regional accounts including Saturn, Sprint and Hewlett-Packard. Responsible for detailed review of kerning and layout practices. Worked closely with studio and creative to effectively make the transition from QuarkXPress to InDesign. Execute print and digital design and production as well as copy writing and editing.

**Haggin Marketing: Studio Manager
Sausalito, California, October 1994-October 1997**

Accountable for the prepress production of up to 400 catalog pages per month. Recruited and managed staff of 10 production artists to work on catalogs and other direct mail for clients including: Starbucks, Garden Botanika, Golden Bear, Hickory Farms, Nabisco, Sunglass Hut and The Nature Company. Promoted from studio artist to studio manager after one year. Execute print design and production as well as copy writing and editing.

EDUCATION **Dominican University, San Rafael, California**

Bachelor of Arts, Creative Writing Emphasis, Minor in Psychology