



**LISSA WAITLEY**  
IS EQUIPPED 4 DESIGN

## CONTACT

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 LISSAWAITLEY\_EQ4D

## EDUCATION

### THE UNIVERSITY OF AKRON

Bachelor of Fine Arts

Concentration: Graphic Design

### KENT STATE UNIVERSITY

Concentration: Fine Arts/  
Visual Communication

## SKILLS



## INTERESTS



## EXPERIENCE

### UNIVERSAL SCREEN ARTS, INC.

#### Graphic Designer 2/2023-Present

- Rebranded and designed What on Earth catalog
- Photo-retouching, photo-manipulation and color correction
- Designed digital assets for whatonearthcatalog.com and What on Earth emails
- Designed company posters and PowerPoint presentations
- Designed layouts for Shop PBS catalog

### AMERIMARK DIRECT, LLC

#### Graphic Designer II 1/2018-2/2023

- Designed layouts for catalogs selling softgoods and hardgoods
- Composed concepts for photography
- Photo-retouching, photo-manipulation and color correction
- Adapted static and video graphics for social media using Photoshop and Premiere Rush
- Directed studio photography for still and model images
- Rebranded two catalogs in need of refreshing

#### Production Artist 12/2016-1/2018

- Assisted Graphic Designers in making changes in catalogs based on comments or requests submitted via digital routing software
- Assumed responsibility for designing a test catalog
- Conducted meetings where photography was reviewed for final selection
- Prepared catalogs for print production

### INNOVAIRRE (F.K.A. International Data Management)

#### Graphic Designer/GMC Inspire™ Programmer 2/2010-12/2016

- Programmed variable acknowledgment packages using GMC Inspire™ with emphasis on designing layouts for clients in the fundraising industry
- Rebranded (IDM) with a new logo, business cards, letterhead, brochures, trade-show banners, a website, digital billboard and various other marketing materials
- Designed transactional HTML emails with in-line CSS using Adobe Dreamweaver and Bronto software