



CONTACT

LISSA WAITLEY

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SUMMARY

A curious creature who continues to pursue knowledge of my current field and beyond. Experienced in print and web design from concept to completion, acting as a production artist, graphic designer, and art director. Known for being an organized and effective visual and verbal communicator.

EDUCATION

BACHELOR OF FINE ARTS, GRAPHIC DESIGN

The University of Akron (1999-2002) Akron, Ohio

GPA: 3.093

FINE ARTS, VISUAL COMMUNICATION

Kent State University (1995-1998) Kent, Ohio

GPA: 3.08

INTERESTS



SKILLS



EXPERIENCE

GRAPHIC DESIGNER

Universal Screen Arts, Inc. (2/2023-9/2024) Hudson, Ohio

- Directed art and styling for holiday photography campaigns
- Designed banner ads and email graphics for the 'What on Earth' brand
- Rebranded and redesigned the 'What on Earth' catalog
- Produced layouts for the 'Shop PBS' catalog

PRODUCTION ARTIST & GRAPHIC DESIGNER II

AmeriMark Direct, LLC (12/2016-2/2023) Cleveland, Ohio

- Oversaw art direction for catalogs and photography
- Designed product catalogs for apparel, footwear, and health brands
- Processed catalog updates through Adobe Workfront
- Adapted campaigns into digital ads using Premiere Rush

GRAPHIC DESIGNER & FULFILLMENT COORDINATOR

Innovairre (formerly Intl Data Mgmt) (2/2010-12/2016) Akron, Ohio

- Developed brand identity for IDM, including a logo, business cards, website, trade show banners, and other marketing collateral
- Designed transactional HTML emails with inline CSS
- Programmed variable-data acknowledgment packages using GMC Inspire

PRODUCTION ARTIST & GRAPHIC DESIGNER

Jasmine-Jade Enterprises, LLC (11/2004-10/2009) Akron, Ohio

- Designed romance and nonfiction book covers
- Retouched and color-corrected images for print
- Created marketing collateral and promotional merchandise