

LISA BIONDIO

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EXPERIENCE

FREELANCE SENIOR DESIGNER / ART DIRECTOR, *LISA BIONDIO*

Creative freelance designer and art director with over 20 years of experience in developing engaging and innovative digital and print designs for clients in broad range of industries. Highly adept at visual strategy, concepts and marketing. From product design and campaigns to branding and websites. Working with many clients such as Playstudios, DotErth(.Erth), 5W Public Relations, and Better Sourcing Worldwide. Working with licenses such as LOL Surprise!, Jurassic Park, Little Tikes and big retailers such as Target, Walmart and Dollar Tree. Managing a team of designers and hitting short deadlines. I'm ready to help my clients any way I can.

SENIOR DESIGNER, *CSS INDUSTRIES / IG DESIGN GROUP* - 2017-2018

Responsible for art directing and creating the TJ Maxx product line. Assisted on other accounts such as Target, Walmart, Krogers, etc. Created gift bags, wrapping paper, hang tags, and various other products. Tasks included art directing, art buying, designing, hiring freelancers and more. Worked under very tight deadlines and had a great success rate for time and sales. I currently do freelance for them if needed.

MARKETING DESIGNER, FREELANCE, *PLAYSTUDIOS* – 2015-2018

Conceptualizing and designing various marketing collateral. From social media ads and animated emails to printed graphics for trade shows. Creating any graphic elements for marketing, as needed.

MARKETING DESIGNER, *WEICHERT NEW HOMES* – 2014-2015

Designing and preparing marketing collateral, promotional materials, ads, direct mail, presentations, etc. Creating ads, brochures, logos, flyers, direct mail pieces, signs, awards events, etc. Maintaining website with current information. Updating various social media platforms (Twitter, Facebook, etc). Photography, event support and research. E-blast for promotions and upcoming events.

SENIOR DESIGNER / MARKETING DEPT., *HIGH 5 GAMES* – 2013-2014

Conceptualizing and designing impactful ad campaigns which supported the brand strategy and increased the value of our brand. Creating many of our top performing ads which have resulted in an increase in sales. Working with communications, UI designers, developers, art directors and more. Pushing the boundaries to develop cutting edge, creative and strategic designs. Plan, analyze and create digital solutions with top quality marketing collateral.

DESIGN MANAGER / GAME DEVELOPMENT, *HIGH 5 GAMES* – 2009-2013

Responsible for overseeing a team for the creation and completion of the games for each client. Reporting directly to the creative director, from interviewing and hiring, to training and art directing. Keeping up to date with industry standards, and always raising the bar with new designs and technology. Creating a pipeline and automating processes to keep production up and costs down. I had contributed to the company's stable rapid expansion, from nine employees to almost two hundred, from one client to multiple, while still maintaining and surpassing our quality and integrity.

DESIGNER / GAME DEVELOPMENT, *HIGH 5 GAMES* – 2007-2009

Filling the position of the first graphic designer at High 5 Games. Creating client specific graphics and completing game content while adhering to the companies branding policies, quality standards, regulations, and meeting ever-changing deadlines.

DESIGNER, *TRIAD DESIGN GROUP LTD* – 2005-2007

Brand development and refinement designing all types of print media and campaigns. Designing business collateral such as logos, business cards, letterhead, and envelopes. Preparing print material for trade shows. Working directly with clients and their needs.

DESIGNER, *BLACK BOX KELVIN* – 2003-2004

Brand building at communications consultancy. Creating logos, posters, newspaper ads for movies, trade advertising, etc.

PROGRAMS

Photoshop, Illustrator, InDesign, After Effects

SKILLS

Creativity, management experience, excellent work ethic, innovative, great time management, efficiency, great attitude and more.

EDUCATION

Bachelor of Fine Arts in Graphic Design, *Montclair State University* – 2006

Associate of Science in Graphic Design, *Westwood College of Technology* – 2003