

Lisa Menestrina

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digital portfolio at www.designdork.com

work experience

Graphic Designer / Marketing Specialist

- Feb. 2007 – Present *WildPackets, Inc*—Walnut Creek
- > Redesigned corporate and product branding to make company more marketable and less dated
 - > Oversee design for corporate and product collateral from concept, development and editing, through printing and production
 - > Design, maintain, monitor and analyze email campaigns sent to registered leads and customers
 - > Maintain and update leads from various sources including online databases, trade shows, and website forms
 - > Manage informational web seminars

Contract Graphic Designer

- July 2006 – Dec. 2006 *360jmg*—Washington, DC
- > Conceptualized and executed award winning political direct mail with concrete deadlines for Democratic candidates during the 2006 election cycle
 - > Received contract extension after elections due to outstanding work, dedicated work ethic, and friendly reputation within the organization
 - > Devised advertising campaigns in collaboration with Senior Designer for non-profit and development clients

Graphic Designer

- March 2005 – June 2006 *LunaGraphica*—Sunnyvale
- > Refreshed and adapted pre-existing ads for weekly and monthly publications following client instruction
 - > Visualized and developed promotional pieces with specific target audiences under strict deadlines

Receptionist/Graphic Designer

- May 2004 – March 2005 *Taylor Properties*—Palo Alto
- > Performed general administrative duties including updating website and creating fillable escrow forms in Adobe Acrobat
 - > Developed newspaper ads with current listings meeting weekly deadlines
 - > Rendered fact sheets and other advertising collateral for new listings and realtors

Graphic Artist

- Aug. 2003 – Jan. 2004 *Tower Records*—West Sacramento
- > Held responsibility for all in-house advertising including Bayside New Release Book covers and in-store flyers
 - > Assisted Publications Coordinator with layout, printing and mailing of monthly distribution catalog

Photo Editor/Production Manager

- Feb. 2001 – May 2003 *The Pacifican*—Stockton
- > Designed and edited page layouts for student-run newspaper, meeting weekly deadlines
 - > While upgrading systems and software, collaborated with printer on print quality and compatibility
 - > Coordinated and supervised the photography process

freelance

Graphic Designer

- May 2006 – Present *OneCal Foundation*—Oakland
- > Design Annual *Oakland Indie Awards* program
 - > Assist in brochure layouts throughout year

Graphic Designer

- Feb. 2004 – Present *American Ice Theatre*—San Jose
- > Created promotional pieces for performances and events
 - > Updated and redesigned identity to distinguish the non-profit organization in the local community

Freelance Designer

- Sept. 2006 – Present *Fahrenheit Ultra Lounge*—San Jose
- > Designed promotional pieces including flyers for both print and web with specific target audiences
 - > Conceived a thematic menu design matching their branding to carry throughout their various menus

education

B.F.A. in Graphic Design

- May 2003 *University of the Pacific*—Stockton
- > AIGA Chapter President, Fall '02 – Spring '03
 - > Awarded Marjorie Webster Williams Scholarship for two consecutive years
 - > Received Ellen Deering “Distinguished” Senior Art Award

computer skills

MacOS, Windows, Linux
Adobe Creative Suite Master Collection, Microsoft Office,
Quark Xpress, Camtasia Studio



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