



Lise Kitzman GRAPHIC DESIGNER

BRANDING • MARKETING • STORE DESIGN

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**An experienced designer with a unique blend of creative and technical skills
with specific and extensive knowledge in:**

- Project Management/Co-ordination • Branding • Marketing • Layout/Design • Website Design •
- Key Account Management • Business Development • Communication Sales Team Support •
- Financial Forecasting/Budgeting •

HIGHLIGHT OF QUALIFICATIONS

Management/Project Co-ordination

- Experience managing a large portfolio of work; project design from concept to presentation, within a tight time frame:
 - gather information to determine essential elements of project: research, organize, and set priorities
 - design project components and supporting elements, as required to suit customer's needs
 - determine the best method for presenting the concept; this might involve a variety of formats, including hand renderings, computer sketches, photo enhancements and/or dimensional models
- Multi-tasking, with strong attention to detail - organize and manage many projects and responsibilities concurrently
- Direct daily operations of Creative Department - provide Daily Activity Reports, attend daily meetings, establish project time estimates and schedule concept deliverables
- Supervision of creative department - coach and mentor staff, manage schedules and projects (3/4 designers) while supporting a 10-person sales team
- Management of high profile national accounts/customers such as: Staples Business Depot, Home Depot, Dollar Tree, Metro, Zellers, Shopper's Drug Mart, Katz (Rexall Drug Stores) including proposal development/writing/presentation
- Discuss needs with clients and negotiate/develop contracts for implementation of required work
- Plan schedules, marketing strategies and operating budgets, as well as design programs, classes and projects for all facets of the Hespeler School of Art

Technical

- 20+ years experience of computer software use (Mac and PC), with in-depth knowledge of Adobe CS5 Illustrator, Photoshop, InDesign
- In depth knowledge of CARRARA (3 Dimensional Rendering Program)
- Proficiency in Powerpoint, and Microsoft Office programs
- Knowledge of web design, using Adobe Dreamweaver and Flash software
- Experience with facebook social media marketing
- Extensive experience in store design and layout, signage, decor and fixtures, including booth design
- Strong background in production procedures, including print processes, use of extrusions and routed lettering
- Ability to troubleshoot and solve problems relating to creative electronic files and design /production challenges

Communication

- Prepare 'Fee for Service' Agreements – by defining and detailing customer need, outlining complete scope of design work, developing timelines/schedules by phases and establishing payment terms
- Solid presentation skills – ability to engage and motivate, in individual and large group settings
- Possess a professional, calm and approachable style of interaction and communication
- Act as a liaison between sales staff and creative designers to ascertain client needs, budgets and timelines, as applicable
- Work with coordinators and production staff to resolve production challenges and improve prepress transfer of data
- Coach and instruct adults and children in many facets of art, including drawing and painting

Creative

- Design and produce logos, identities and signs for retail and small businesses
- Design and develop retail interiors, fixtures and signage programs
- Develop documentation, manuals and catalogs of complex signage and decor programs
- Commissioned by the City of Brantford for a limited edition of 40 hand-painted silk-screened prints, to be used for diplomatic and ceremonial presentations
- Artist, specializing in painting buildings and landmarks. Preferred medium is acrylic on canvas

Marketing

- Develop layout and design of marketing material, including newsletters, sell sheets and corporate books
- Extensive copy writing of literature for sell sheets and corporate books
- Design websites to promote various businesses, including Sewfab Ltd. and Look Graphic Design
- Design booths and signage materials for tradeshow and exhibits
- Plan, design and implement all marketing as required for the Hespeler School of Art, including website design and maintenance, program planning and promotion, branding of class materials, brochures, facebook presence, mailouts and enquiry response

EDUCATION

Fine Arts Diploma, Honours , International Correspondence School, Montreal, Que.	1990 – 1991
Commercial Art Diploma, Honours , Mohawk College, Brantford Campus, ON	1982 – 1983
OSSD , College Avenue Secondary School, Woodstock, ON	1982
Web Design Program, Honours , International Correspondence School, Montreal, Que.	June 2012

EMPLOYMENT HISTORY

Look Graphic Design, Cambridge, Ont., <http://www.lookgraphicdesign.ca> present
Owner / Designer - freelance graphic design services

Hespeler School of Art, Cambridge, Ont. 1996 to 2003 and Sept. 2008 – present
Owner / Art Coach, Instructor, <http://www.hespelerschoolofart.ca>

Storeimage Programs Inc., A Division of Bungee Banner, Gatineau, QB Jan. 2011 – present
Creative Manager/Designer - Contract Position

KPMG, receivers for Storeimage Programs Inc. July, 2010 – Sept. 2010
Graphic Artist – Contract Position (finalize obligations to existing Storeimage customers: complete, accumulate, document and archive existing artwork of retail programs)

Storeimage Programs Inc., Brantford, ON 1983 – 2010
(Formerly Screen Print Industries And Screen Print Display Advertising Ltd.)
Creative Dept. Manager (2010)
Creative Designer (1985 - 2010)

PROFESSIONAL DEVELOPMENT

Business Management Study, International Correspondence School, Montreal, Que.

- Introduction to Canadian Business
- Elements of Business Success
- Management Concepts
- The Process of Motivation
- How to Plan, Organize and Control
- Business Math
- Training, Communication & Coordination
- Employee Relations
- Cost Control and Work Simplification

Self Studies, Improving skills in web design using Adobe Software through Certified Associate Approved Courseware

COMMUNITY INVOLVEMENT

- Member of Cambridge North Optimists for 8 years
 - Co-chaired and acted as Event Planner for two major non-profit community events
 - Created, coordinated and chaired Cambridge North Optimists' Crafters' Christmas Show and Sale, one of the club's primary annual fundraisers, for 5 years
 - Received applications of potential craft exhibitors, established budget for promoting and running event, developed floor plan and exhibitor placement to allow for smooth traffic flow during show, to ensure the success of the show as a fund raise
- Participated in 2010 Cambridge Riverfest Event held in June of 2010
 - Designed and provided Riverfest Colouring Contest for distribution in schools
 - Donated prizes for winners of the colouring contest
 - Hosted space for colouring activities and instructed art classes “plein air” for students of the Children’s drawing and painting programs

ACTIVITIES AND INTERESTS

- Designed, planned, promoted, and implemented instructional courses, which include programs to teach children and adults how to draw and paint in a relaxed classroom environment
- Major renovating of our home, including design, research and implementation/installation
- Gardening, nature, pets
- Reading books on retail and marketing to be familiar with consumers retail needs

PORTFOLIO AND REFERENCES ARE GLADLY AVAILABLE UPON REQUEST