

# LISA JOHNSTON-SMITH

GRAPHIC & DIGITAL DESIGNER



**Address**  
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## Profile

Lisa is an experienced digital graphic designer with a backbone in print design. She has expertise in designing numerous premium publications for performing arts clients, as well as branding, logos, collateral, and promotional material. As a digital designer, her work as the web designer for an online retailer focused on responsive design and delivering the best customer experience. She is a true collaborator who strives to use teamwork as a launching pad for success of all projects. **PORTFOLIO: LISAJHNSTON-SMITH.COM**

## EDUCATION

**ASSOCIATE DEGREE**  
**Graphic Design**  
Portland Community College  
2012

**MULTIMEDIA STUDIES**  
San Francisco State University  
2002

**BACHELOR OF FINE ART**  
**Ceramics**  
Metropolitan State Univ of Denver  
1995

## SKILLS

- Experienced Print and Digital Designer
- Creative problem-solver
- Art Direction
- Creative Communicator
- Proficiency with Adobe CC
- Collaborator
- Attention to Detail
- Salesforce Commerce Cloud

## WORK EXPERIENCE

**NOV 2021-  
PRESENT**  
Portland, OR

**Graphic Designer**  
**TOOLE DESIGN GROUP**

At forefront of brainstorming creative solutions for challenging projects across the company. Design graphically compelling large plans, reports, and infographics that help clients understand and visualize their engineering projects. Using creative communication to design promotional assets for the public, including postcards, lawn signs, and social media assets. Collaborate with other designer and expert engineers to design transit and transportation plans for the public. Create eye catching graphics, colorful infographics and illustrations to create flyer and communication information for schools and youth.

**JAN 2021-  
NOV 2021**  
Portland, OR

**Digital Graphic Designer**  
**HANNA ANDERSSON**

Responsible for designing, creating and delivering digital assets in a fast-paced ecommerce environment. Main responsibility was designing all website assets for numerous landing page and site experiences for this large e-retailer. In addition, design compelling social media assets, digital ads and email communications in large quantities under tight deadlines. Collaborate with teams across company to meet deadlines and produce high quality designs.

**MAR 2019-  
JAN 2021**  
Portland, OR

**Digital Asset Producer**  
**HANNA ANDERSSON**

Manage e-commerce website graphic assets in fast paced environment. Collaborate with key teams to successfully implement site promotions, site refresh and landing page experiences. Working in ecommerce software, Salesforce Commerce Cloud, to implement responsive web assets. Use Photoshop to generate emails and website assets in the appropriate format. Full understanding of the process of site execution from Creative Brief to site launch.

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## EXPERTIZE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Salesforce Commerce Cloud
- WordPress
- inVision
- Asana

## VOLUNTEER

### SIREN NATION

Graphic Designer  
2019

### AIGA

Portfolio Juror/Event Planner  
2018 & 2019

### PSU & PCC

Guest Speaker  
2016, 2017, 2018

### DESIGN LIKE MAD

Graphic Designer  
2016

### GIRL SCOUTS OF AMERICA

Troop Leader  
2013–Present

## WORK EXPERIENCE CONTINUED

**MAR 2012–  
JAN 2019**  
Portland, OR

### Senior Graphic Designer

ARTSLANDIA CREATIVE  
CUSTOM PUBLISHING DESIGN

- » 8-years experience designing premium publication for upscale performing arts groups in Portland and Vancouver, BC.
- » Managed over 10 clients per theater season designing up to 6 publication each – adding up to managing and designing over 60 publications in a 9-month period each year. Role Included designing, editing, adhering to brand standards, print production and working with printers. Successfully managed the timeline with each client from creative direction to print deadlines, to ensure publications were always on time.
- » Lead designer for annual Arts Guide for Vancouver, BC that included art directing photoshoots, leading creative direction, designing layouts and working closely with managing editor and clients to exceed expectation.

### MARKETING COLLATERAL

- » Lead graphic designer for large theater company and school – creating all printed and digital collateral. Including playbills, posters, postcards, show logos, digital advertising, school brochures mailers, white papers, events collateral and more.
- » Consistently upholding brand identity and creatively adhere to brand standards

**2010–  
ONGOING**  
Portland, OR

### Graphic Designer FREELANCE

Design for clients with small business marketing needs to large corporation with \$1m budget.

Examples include:

- » Create innovated marketing collateral for small businesses on a budget – including marketing packets that can be edited and printed at home.
- » Designing web graphics, flyers, tags and stickers for mid-size safety company.
- » Creative lead for large corporation's annual reward and client events. Design event logos, attendee booklet, app graphics, event signage, menus, and premium promotional items.