

# LISA MCGEHEE

*contact* 619.971.1946 | [www.eiffelgraphics.com](http://www.eiffelgraphics.com)

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## GRAPHIC DESIGNER/ILLUSTRATOR

Experienced graphic designer/illustrator in the development and creation of custom websites, logo design, and marketing materials for print and web. Possesses the ability to work in a team environment and under tight and concurrent deadlines.

## EMPLOYMENT

Freelance Graphic Designer/Illustrator | 1996 to present

Various design work include, but are not limited to, the design and production of logos, illustration, business packages, style guides, POP displays, catalogs, promotional items, C.D. packaging, brochures, newsletters, email ads, website design/production and social media marketing design.

Senior Designer/Illustrator, KFMB New Media—CBS Network | 11.15.99 to 11.04.02

Involved in all aspects of the design and production of internal and external websites, collateral material and corporate identity.

### *primary responsibilities*

Design of Internal Marketing materials for both print and web • work with outside vendors, client consultation and collaboration • Design and develop websites from concept development through information architecture, navigation, and user interface to final production • Design and illustrate icons and symbols • Create and maintain graphic standards, including corporate palettes, grids, style guides and templates • Prioritize and manage internal promotional projects for radio and television • Update, produce and manage online presence of sites such as [sandiegosymphony.com](http://sandiegosymphony.com), [KFMB.com](http://KFMB.com), [8@Work](mailto:8@Work) (special feature located on [KFMB.com](http://KFMB.com)), [KFMBnewmedia.com](http://KFMBnewmedia.com), [RSF Bancorp](http://RSF Bancorp), [histar.com](http://histar.com), [Love Soup Online](http://Love Soup Online) and [760 AM](http://760 AM) • Visually integrate and enhance preexisting website architecture and graphics • Oversee Junior Designers and graphic production staff • Research and collaboration between clients, department executives and production staff • Illustration when needed.

Designer/Illustrator, Authentic Images | 10.07.98 to 11.10.99

Responsible for design projects from concept development to pre-press production stages. Duties included: develop concepts • produce layout and computer aided design • create illustrations • supervise photo direction • assist account services and execute final mechanicals for retail accounts such as: Warner Bros., Disney, Wheaties, Upper Deck, MLB and NFL to name a few.

Designer, SDSU College of Professional Studies and Fine Arts | 1998

Responsible for concept development and Design of PSFA website. Collaborated with faculty and students regarding content and site design. Digital photography and illustration when needed.

## EDUCATION

Graduated with distinction from San Diego State University College of Professional Studies and Fine Arts with a BA in Fine Arts (emphasis in Graphic Design). 1998

### *achievements*

Selected to design newsletter, logo and identity package for SDSU Art Council. 1998 • Designed Contact/Contacto poster (chosen for display at the AIGA Y Conference). 1998 • Chosen by Dean to design and illustrate SDSU College of Professional Studies and Fine Arts' holiday greeting card • represented SDSU, School of Art, Design, and Art History to showcase presentation for faculty conference. 1997

## SOFTWARE

Illustrator • Photoshop • Dreamweaver • Fireworks • Flash • QuarkXpress • In Design • Director • Inspiration • Microsoft Office • Powerpoint

## PORTFOLIO

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