LISA MCGEHEE
SENIOR GRAPHIC DESIGNER & ILLUSTRATOR

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eiffelgraphics.com

CORE SKILLS

PRODUCT, DIGITAL, UX/UI

UX/UI Design, Responsive Web Design, eCommerce, Information Architecture, User Flows, Wireframing, Prototyping, Design Systems, User Feedback, Usability Evaluation, HTML/CSS

BRAND & VISUAL DESIGN

Creative Direction, Brand Identity, Visual Systems, Typography, Information Design, Infographics, Presentation Design, Marketing Collateral, Editorial, Book, Packaging, Environmental & Event Graphics

ILLUSTRATION

Traditional, Digital, Pencil, Charcoal, Ink, Raster & Vector Artwork

PLATFORMS & SOFTWARE

Adobe Creative Cloud — Expert
• Photoshop • Illustrator • InDesign

Web Design & Content Management
• CMS Platforms • E-Commerce Systems • HTML/CSS

AI & Emerging Technologies
• AI-Assisted Design and Development
• Creative Workflows • Problem-Solving

EDUCATION

GRADUATED WITH HONORS

San Diego State University
Bachelor of Fine Arts, Graphic Design

PORTFOLIO

EIFFELGRAPHICS.COM

SUMMARY

Graphic designer and art director with 25+ years of experience developing cohesive brand identities and creating effective visual communications across digital and print media. Skilled in translating complex information into clear, accessible, and engaging designs and maintaining brand consistency. Experienced in leading projects from concept through implementation, collaborating with clients, teams, and vendors.

EXPERIENCE

DESIGNER & ART DIRECTOR — *Eiffel Graphics*
2002 — present

Design and produce digital and print communications, including websites, brochures, marketing collateral, presentations, email campaigns, social media graphics, and branded materials. Manage creative projects from initial concept through final production, including revisions, vendor coordination, quality control, budgets, and deadlines.

Highlighted Projects & Clients:

- ***Lindsay School, Musicians for Education Program*:** Lead creative direction across digital, print, fundraising and events. Redesigned the website and donation experience while creating a cohesive visual system, supporting a 100%+ increase in annual donations and at least 50% growth in grant contracts.
- ***Systems Technology & Associates*:** Created a digital and visual system translating STA's complex technology services and proprietary MAPits methodology into clear digital experiences, information graphics, presentations and customer communications.
- ***Workbook Creative, Inc.*:** Art directed and designed the annual Directory of Illustration, collaborating with illustrators and production teams on a museum-quality publication distributed to 7,500+ art buyers worldwide.

ART DIRECTOR / DESIGNER — *Jennie's Kitchen NYC*
2008 — present

Lead brand, digital and customer experience design across e-commerce, packaging, print and marketing. Redesigned ordering and operational workflows, contributing to a 200%+ increase in weekly orders while reducing administrative time by approximately 80%.

SENIOR WEBSITE DESIGNER — *KFMB / CBS*
1999 — 2002

Designed and managed digital experiences for KFMB's television and radio properties, including KFMB.com and client projects such as SDSymphony.com. Collaborated with marketing, editorial and technical teams while maintaining brand standards and directing junior designers and production partners.

GRAPHIC DESIGNER / ILLUSTRATOR — *Authentic Images*
1998 — 1999

Created licensed collectible artwork, packaging and retail products for major entertainment and sports brands including Warner Bros., Disney, NBA, NFL and MLB. Developed concepts through final production while working within complex licensing and brand standards.