

LISA WIA NT MCGEHEE

CREATIVE DIRECTOR & DESIGNER

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eiffelgraphics.com

San Diego, CA

SKILLS

PRODUCT, DIGITAL, UX/UI

Product Design, UX/UI Design, Responsive Web Design, eCommerce, Information Architecture, User Flows, Wireframing, Prototyping, Design Systems, User Feedback & Usability Evaluation, AI-Assisted Development & Design, HTML/CSS

BRAND & VISUAL DESIGN

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

SELECTED TOOLS

Adobe Creative Cloud — Expert Photoshop • Illustrator • InDesign

Figma — Working Proficiency

Wix • WordPress • Shopify

Microsoft Office • Trello

AI Tools — Advanced Daily Use Development, Design, Programming & Problem-Solving

ILLUSTRATION

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

EDUCATION

GRADUATED HONORS

San Diego State University

Bachelor of Fine Arts, Graphic Design

PORTFOLIO

EIFFELGRAPHICS.COM

SUMMARY

Senior multidisciplinary designer with 25+ years of experience spanning product design, UX/UI, digital experiences, branding and visual communication. Skilled at translating complex information and business needs into clear, engaging design systems and intuitive user experiences. Lead projects from concept through implementation, collaborating with clients, teams, developers and vendors.

EXPERIENCE

DESIGNER & ART DIRECTOR — *Eiffel Graphics*

2002

present

Lead design projects spanning brand identity, UX/UI, websites, e-commerce, information design, print, packaging, illustration and environmental graphics. Work directly with clients to identify business needs, develop creative strategy and translate complex information into clear visual experiences. Direct projects from concept through implementation, coordinating developers, vendors, schedules and budgets.

Highlighted Projects & Clients:

- **Street of Dreams:** Lead creative direction across digital, print, fundraising and events. Redesigned the website and donation experience while creating a cohesive visual system; helping support a 100% increase in annual donations and 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.