

LISA WIAANT MCGEHEE

GRAPHIC DESIGNER & ILLUSTRATOR

619-971-1946

lisa@eiffelgraphics.com

eiffelgraphics.com

SKILLS

DIGITAL DESIGN

*Responsive Website,
eCommerce, Blogs,
Landing Pages, UX/UI,
HTML, On-site SEO,
Social Media Graphics,
Email Blasts,
Website Animation,
Presentation Graphics*

PRINT DESIGN

*Logo, Typography,
Off-set & Digital,
1 Color to 4+, Book,
Marketing Collateral,
Large & Small Format,
Event Graphics*

ILLUSTRATION

*Pencil, Charcoal,
Ink, iPad Stylus,
Raster, Vector*

APPLICATIONS

*Expert in: Adobe Creative
Suite, iPad Draw Software
Proficient in: Figma, Trello,
Microsoft Powerpoint*

EDUCATION

BA WITH HONORS

*Graphic Design Emphasis
San Diego State University*

PORTFOLIO

EIFFELGRAPHICS.COM

SUMMARY

With over 25 years of designing digital and print for diverse audiences, I offer a depth of expertise. My ability to clearly communicate business visions, combined with traditional art mediums and illustration background, distinguishes my approach and outcomes. By prioritizing a sketchpad first approach, I strive to create memorable solutions that provide timeless value.

EXPERIENCE

FREELANCE — *Eiffel Graphics*

2002

present

Specific duties include, but are not limited to, the following: Create engaging visual communications with strong understanding of typography, page layout, and color theory. Efficiently oversee timelines, budgets, vendors, teams, and all resources. Adapt and grow with new challenges and technology. Successfully establish and nurture business relationships. Some featured contracts include:

• Art Direction / Website & Print Design — *Street of Dreams*

2002

present

Develop creative print and digital visuals for a non-profit college bridge program aimed to enhance financial and community support. Branding and intuitive donation site results in over 50% increase in grant contracts and 100% growth in annual donations.

• Art Direction / Website & Print Design — *Jennie's Kitchen*

2008

present

Design branding, eCommerce website and all marketing materials for high-end meal delivery company in the NYC area. Manage a flexible online store and reporting system. Boosted weekly orders by over 200%, cut admin hours by 80%, and streamlined delivery, while retaining hundreds of loyal customers.

• Art Direction / Print Design — *Workbook Creative, Inc.*

2022

present

Produce/design annual book distributed to top art and marketing departments globally. Direct Illustrators, collaborate with Marketing Team. Deliver final mechanicals. Manage press checks.

• Website & Print Design — *Systems Technology & Associates*

1999

2010

Design branding, website and marketing materials for mid-sized information technology company.

SENIOR WEBSITE DESIGNER — *KFMB New Media*

1999

2002

Design and production of digital and print for CBS affiliates T.V. and radio. Maintained corporate style guides. Managed websites such as KFMB.com and sdsymphony.com. Collaborated with vendors, clients, and marketing team. Oversaw junior designers.

GRAPHIC DESIGNER / ILLUSTRATOR — *Authentic Images*

1998

1999

Designed collectible limited edition product artwork from concept development to pre-press production. Executed mechanicals for Warner Bros., Disney, The NBA, The NFL, and MLB retail accounts.