



## Graphic Designer, Creative Director, Illustrator, Visual Storyteller, Brand Developer

I am half a designer and half a marketer, leveraging visual storytelling and traditional design to visualize and beautify brands and their products. As a designer, I have 5+ years experience creating the strategy concepts and designs for Fortune 500 companies. As a leader, I have 3+ years experience collaborating with cross-functional teams to develop their brand and products using a mix of creativity and strategic thinking.

At Sachs, a market research consultancy, our clients have included Google, Verizon, Conde Naste, JP Morgan, Tindr, Capital One, Talbots, ConEdison, Cambridge Biomarketing, Merck, and Electrolux. The resulting work has lead to innovations in pducts and services. We regularly partner with brands to develop new features, communicate their customer feedback, visualize prototypes, and explore new opportunity spaces to bring their work to the next level.

I regularly share design thinking strategies and hone my skills through my illustration blog and by presenting visual styling tips as marketing materials amongst my colleagues. My presentation designs have been featured at XXUX 2016, UXPA events, and at MITEF NYC. My graphic designs have been honored by Adobe as well as the Kantar Information is Beautiful Awards.



### Design Team Lead

As the creative go-to person, I delegate the design workflow, build team specifications, and develop a collaborative friendly department. I have built company style sheetsCollaborating and training other creatives on my team is important to achieve our best work.



### Brand Developer

Leading branding initiatives for companies is a key aspect of my role. Visualizing content in early stages, I have lead strategic discussions with executives to determine the direction of company branding. I have developed multi-functional designs for websites, pitch decks, social media, and printed collateral.



### Innovative Experience Designer

Having a 360 view of a Brand's customer experience is essential for client outreach. Designing for experiences can range from prototyping websites to developing conceptual designs of product journey maps and brand personas. At Sachs Insights, I have collaborated with 50+ brands to visualize experiential gaps and opportunities.



### Digital and Traditional Illustrator

Leveraging both traditional and digital media skills is a huge asset. As a hands on designer and rapid prototyper, I can bring my ideas to life from a sketch stage to high fidelity graphics and collateral. My digital works have been awarded by Adobe and Kantar. My illustrations have been featured on Featured arts and published in Drawn vol 2.



## Professional Experience

May 2014  
present

### ● Design Lead, Sachs Insights

**Creative Director 2017 • Sr Designer 2016 - 2017 • Digital Designer 2014 - 2016**

As the design lead, I have created the Sachs Creative Department and has served as the In house design team lead. I lead a small team of designers with brand development, innovative design concepts, and interactive prototyping. Over the past three years, I have conceptualized and developed the Sachs branding materials. These materials range from infographics, vectors, data visualizations, report decks, editorial content, website assets, pitch decks, illustrations, eBlasts, promotional materials, and interactive assets.

June 2015  
March 2017

### ● Digital Designer Volunteer, MITEF NYC

As a design volunteer, I collaborated with Tammy Sachs and the MITEF NYC board to assist in website development, social media marketing, and event materials  
Print Design, Layout Design, Photo Editing, Data Analysis

May 2013  
May 2014

### ● Digital Designer, Relationship Capital Partner(now RelPro)

As the in-house design team lead, I created the branding and developing of digital and print marketing deliverables. These materials ranged from infographics, website assets, pitch decks, illustrations, eBlasts, promotional materials, and video assets. For the CRM product application, I completed UI & wireframe design, completed data visualizations, demos of the product, and visual assets.

Dec 2012  
May 2013

### ● Design Assistant, Guidepost Publications

As a design assistant, I collaborated with the editorial team to develop print designs, layouts photo editing, and in creating a digital assets library

2012 -  
present

### ● Illustrator Freelancer, Various Companies

LICK Long Island Cat Kitten Solution, Sip This, Sisley Cosmetics, Saks 5th Ave, Jo Malone, Montomger LLC, LI Pediatric, Tiger J LLC Productions



## Education

**Fashion Institute of Technology**

B.S. in Illustration - Focus on Illustration, Graphic Design and Visual Storytelling



## Toolbox

Adobe Creative Cloud, Microsoft Office, HTML, Invision,



## Awards & Achievements

**Adobe Creative Jam**

2017 - Judge's Choice Award NYC

2017 - People's Choice Award NYC

**Information is Beautiful Awards**

2016 - Infographic Long List - The On Demand Economy

2015 - Infographic Long List - The Quest to Find a Unicorn

2015 - Infographic Long List - Internet in Emerging Countries

For a complete list of professional experiences and samples, please go to [lisavissichelli.com](http://lisavissichelli.com)