



LISA TONDINO

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EDUCATION ➤ B.S. Degree in Graphic Design from Grace College, Winona Lake, IN | Minor: Communications
Website Development Certificate from Art Institute Online

SOFTWARE EXPERIENCE INCLUDES:

Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC, Dreamweaver CC, WordPress, Microsoft Office 365

EXPERIENCE ➤ **SOLEFIRE GRAPHIC DESIGN** | Winona Lake, IN • Simi Valley, CA • Spring Hill, TN | Freelance, 1995 – Present

Wide range of projects from concept through completion for various corporate and start-up business clients — logos, illustrations, catalogs, brochures, newsletters, print ads, digital ads, photo editing, photography, shirt designs, signs, banners, promo materials, tradeshow booths, copy writing, websites, social media marketing, email campaigns and consulting.

CLIENTS INCLUDE: Dobra North America with projects for Disney, Rainforest Cafe, Cheesecake Factory, SPCA, NFL, MLB, TOPPS and DecoPac; Deer Run Camps & Retreats; 96 Apparel with projects for Switchfoot, YoungLife, various local artists, local colleges and local events; MSC Database Solutions with projects primarily for Reebok and JOANN.com

PREMIUM QUALITY LIGHTING | Simi Valley, CA | Art and Marketing Director, Feb 2001 – Sept 2006

Established an in-house art department; created and implemented a database system to track and organize projects; handled all aspects of company artwork from concept through completion including catalogs, mailers, packaging, logos, advertising, product illustration, photo editing and photography; corresponded and coordinated with foreign and domestic vendors to establish efficient deadlines and attractive packaging, etches and labeling; interviewed, hired, and directed the website programmer; worked directly with distributors and clients to establish customized marketing pieces; extensive copy writing for marketing pieces; chose and coordinated print vendors to ensure the highest quality at the most competitive pricing; worked with salespeople on special marketing projects; assisted with developing employee training materials; maintained art department computers and software; established and maintained effective artwork backups; responsible for art department purchasing.

ADOUT, TC ADVERTISING | Van Nuys, CA | Visual Artist Supervisor / Visual Artist, Dec 1998 – Feb 2001

Designed high end creative ads for the LA Times; designed creative content for TheSpecDept.com, including ad templates, artwork and illustrations; designed special speculative projects for TC Advertising; created logo designs for various new divisions of AdOut, such as VisualsOnDemand.com; copy writing; on-site liaison to LA Times sales reps to assist with design requests and enhance client relationship; interviewed, tested, supervised and trained art department employees; scheduled and coordinated projects; ensured timely and cost effective turn-around of workflow despite high pressure deadlines; special project management; technical troubleshooting.

WESTLAKE ADVERTISING AGENCY | Westlake Village, CA | Art Director / Graphic Designer, Jan 1997 – Dec 1998

Designed, produced and managed two local magazines; ad design; press kits; logos; packaging; illustrations; photo editing; photoshoot management and direction; copy writing; advertising research and placement for several clients; print media; proof reading; project scheduling; account management; employee interviewing, supervision and training; prospective client meetings and interviews; coordinated print vendors; quotes and billing; technical troubleshooting.

THE WILD SIDE | San Fernando, CA | Graphic Designer, Apr 1996 – Jan 1997

Created catalogs and brochures; worked with production manager to ensure quality and accuracy; developed new silkscreen techniques for opaque process transfer printing; artwork cleanup and preparation; scanning; prepared digital files for print.

PRINTING CAROUSEL | Simi Valley, CA | Graphic Designer, Sept 1995 – Apr 1996

Designed and produced various brochures, cards, forms, logos, newsletters; digital and manual prepress; customer service; bindery.

COLLEGE GRAPHIC DESIGN INTERNSHIP | Grace College, Winona Lake, IN | Art Department Intern, Jan 1995 – May 1995

Designed and produced various projects; project consulting; computer assistance to art students.

GROWING FAMILIES INTERNATIONAL INTERNSHIP | Chatsworth, CA | Graphic Designer, May 1994 to Aug 1994

Designed and produced various brochures, books, newsletters and flyers.

GRACE BROTHERS HOME MISSIONS INTERNSHIP | Winona Lake, IN | Graphic Designer, Oct 1993 to May 1994

Designed and produced various brochures, newsletters and logos.

