

LISA M. FARACE | ART DIRECTOR

VISUAL COMMUNICATIONS, BRAND MANAGEMENT AND MULTIMEDIA MARKETING

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SUMMARY

As a graphic design professional I have experience within direct marketing, publishing, and advertising. I excel both independently and within a team dynamic while always seeking creative solutions. My unique mix of creativity, technical skills, and time management ensure every project, from initial concept to final product, exceeds expectations.

SKILLS

- » Perform with a high degree of accuracy
- » Corporate Branding and Brand Management
- » Graphic and Editorial Design knowledge
- » Strategic Marketing and Visual Communications
- » Creative Thinking and New Trends
- » Staff Training and Development
- » Motivational and Delegates tasks effectively
- » Executes multiple tasks at once

CAPABILITIES

- » Strong leadership/team building and time management skills
- » Excellent written and verbal communication skills
- » Demonstrate a high degree of originality and creativity
- » Sophisticated design sense and eye for color
- » Demonstrate superior executive ability under a variety of circumstances

TECHNICAL SKILLS

- » Proficient in Creative Suites 2019: InDesign, Illustrator, Photoshop, Adobe Acrobat Pro and QuarkExpress 2017
- » Microsoft Office Applications: Word, Excel and Outlook
- » Full knowledge of printing processes, pre-press production, on-site press checks and color correction.

EDUCATION

- » B.S., Fine Arts, Graphic Design Major NYIT, Old Westbury, NY
- » A.S. Applied Science, Advertising Art and Design SUNY Farmingdale, NY

REFERENCES

- » Available upon request

CAREER HISTORY

HENRY SCHEIN, INC; MELVILLE, NY ART DIRECTOR | 2017-2020

Working in an in-house agency situation, collaborating with multiple departments. Develops a range of creative executions for each project and effectively collaborates with the Marketing team to ensure design and copy work together to support the concepts. Participates in strategic meetings with clients to deepen the understanding of their objectives and create better informed advertising campaigns.

HENRY SCHEIN, INC; MELVILLE, NY FREELANCE DESIGNER | 2007-2017

Working in an in-house agency situation, collaborating with multiple departments. Developed multimedia marketing collateral, signage and event materials for tradeshow

BERTELSMANN DIRECT NORTH AMERICA, INC; NEWYORK, NY SENIOR ART DIRECTOR | 2002-2007

Manage the design and styling for all publications related to and including the flagship "Book-if-the-Month-Club" and designed and launched "Smart•Reader•Rewards" Collaborated with large cross-functioning team on direct mail catalogs, enclosures and print ads Directed merchandise photoshoots, hired models and makeup artists, delegated artwork requests to in-house illustrators and retouched final images.

ZIFF DAVIS MEDIA; NEWYORK, NY ART DIRECTOR | 1999-2002

NET ECONOMY AND SMART PARTNER MAGAZINES
Oversaw the design of a 300,000 circulation B2B technology publication. Collaborated with writers and editors on award winning concepts targeting IT professionals. Coordinated and organized the use of artwork during the printing process. Directed and negotiated contracts with illustrators and photographers worldwide.

HEARST BUSINESS MEDIA; GARDEN CITY, NY ART DIRECTOR/PRODUCTION MANAGER | 1996-1999 **FLOOR COVERING WEEKLY MAGAZINE**

Coordinated promotional, direct mail and special events materials from concept to final product including client advertising and in-house promotional material. Represented the publication at industry trade shows and corporate events. Managed budgets and scheduling while maintaining relationships with printers, pre-press staff and sales/service bureaus. Enforced deadlines for both advertising and editorial departments.

MASTERS INC; WESTBURY, NY ASSISTANT ART DIRECTOR | 1995-1996

RICHNER PUBLICATIONS; LAWRENCE, NY EDITORIAL DESIGN DIRECTOR | 1993-1995

INDEPENDENT CLIENTS

FATFISH WINE BAR AND BISTRO | NEWSDAY
FLOOR COVERING NEWS & GREEN OPERATIONS MAGAZINES
NEWYORK THOROUGHbred HORSEMEN'S ASSOCIATION