



lisa ortale

graphic design & photo

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319.400.1583

EDUCATION

University of Iowa · Iowa City, Iowa
September 2003 to December 2007
Bachelor of Fine Arts in Graphic Design

HONORS & LEADERSHIP

2008-2009

Volunteered design work to promote *Iowa City Community Theatre* productions.

September 2006

First place for design entered in the *Crop In Style Studio* Custom Lining Competition. Design was produced and sold at scrapbook stores throughout the country.

May 2006

Third place in the statewide Iowa Latino Heritage Festival Poster Contest, receiving a scholarship and award certificate.

September 2005

Created logo and posters for the University of Iowa's show choir, *Old Gold Singers*, while serving as Public Relations Officer.

DESIGN EXPERIENCE

Freelance Designer and Production Artist through Creative Circle
Chicago, Illinois · October 2008 to Present

- Clients have included the *Chicago Symphony Orchestra*, *Chicago Sun Times*, *Levy Restaurants*, and *Hyatt Classic Residence*.

Freelance Designer – Radio-Info.com · Chicago, Illinois · June to October 2009

- Designed ads for major record labels, including *Jive* and *Interscope Records*.
- Produced and helped develop both print and **e-blast newsletters**.
- Designed several **layouts** for full-color print publication.
- Created Flash video, Flash ads, icons, informational graphics and banners.

Graphic Designer – The Java House · Iowa City, Iowa · July 2006 to September 2008

Designed and produced all menu boards, promotional signs, gift cards, Flash clips, business pieces, and the website for the eight locations, central office and bakery.

- In their first six months of redesign, gift card sales **increased by 58%**.

Freelance Graphic Designer – 2005 to Present

- Corporate identity systems, logos, business cards, promotional posters.
- Independent illustrations and print pieces.

SKILLS

Adobe: Photoshop, Illustrator, InDesign, Dreamweaver and Flash
Basic knowledge of CSS and HTML.

- Natural self-starter and hard worker.
- Enjoys detail-oriented work and the challenge of multi-tasking.

ADDITIONAL WORK EXPERIENCE

Server – Nick's Fishmarket · Chicago, Illinois · October 2008 to August 2009

Present guests with premium seafood while providing professional fine-dining service and experience in a formal setting. Required a one month course of intensive training.