



Lisa Ortale

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EXPERIENCE

INDEPENDENT DESIGN PRACTICE

Self-employed · Chicago · October 2008–Present

- Navigate an independent, full-time design business, providing B2B and B2C design services for a range of clients nationwide—from local and emerging small businesses to agencies and enterprise-level corporations, in a variety of industries
- **Clients included:** Simple Truth, Purina Farms, Bank of Hawai'i, HP, Transmission, Two by Four, The Nifty Knitter, Jewish Child & Family Services Chicago

FREELANCE SENIOR ART DIRECTOR

Knack Collective · Seattle / Remote · January 2019–October 2021

- Full-time consultant, lead digital creative for over 100 client partners; supported internal program and process development, brand asset management and template creation; assisted with onboarding and mentorship, and manage designers and production artists on a project-by-project basis
- Lead and executed over 240 visual concepts and 800 co-branded deliverables; personally contributing to 38% of the ~400 FY 2019 /2020 Microsoft PDG campaigns
- Pioneered a standard process for initial creative on all newly acquired Amazon work; appointed to temporary full-time QA role in 2020 as growth spiked; continue as the lead AD and trusted SME for all Amazon design deliverables—art directing and approving 100% of outgoing creative, while also executing individual campaigns
- **Clients included:** Microsoft, Amazon Web Services, Adobe, Informatica

SENIOR ART DIRECTOR

Merkle, Inc. · Chicago · April 2017–May 2018

- Lead concept and design for Comcast Business' promotional email campaigns; using performance testing, best practice implementation, and variable customization to increase customer engagement, lead response, and brand performance
- Collaborated closely with UX, designers, and copywriters to build various digital brand experiences, direct mail campaigns, RFP video, and new credit and debit card designs for Fortune 100 companies
- **Clients:** Comcast Business, Chase Bank, Discover, Visa, Budget Rental

SENIOR DESIGNER / DESIGNER

Simple Truth · Chicago · April 2013–January 2017

- Crafted an array of print, digital, and brand work—from concept and presentation to final production—for a wide range of clients
- Acted as lead designer on internal social media team; ideated, designed, and facilitated posts across a spectrum of social platforms and the Simple Truth blog
- **Clients included:** Allstate, Aon, BrightStar Care, Hollister Inc., Wells Fargo

PRODUCTION ARTIST

HY Connect · Chicago · March 2011–August 2012

GRAPHIC DESIGNER & PRODUCTION ARTIST

The Java House · Iowa City · July 2006–September 2008

EDUCATION

BFA IN GRAPHIC DESIGN

University of Iowa · Iowa City December 2007

SKILLS

Adobe Creative Cloud (InDesign, Photoshop, Illustrator), Google Drive (Sheets, Docs, Forms), Microsoft Office Suite (Word, Excel, Powerpoint), Apple Keynote, Slack, Wrike, and most major social platforms

Art direction, print and digital design, concepting, and layout, branding and identity, B2B/B2C marketing, typography, image retouching, UX/UI, social media strategy, illustration, template design, process development, OOH and environmental design, digital and pre-press production

AWARDS

First place for design entered in Ravelry's project bag design contest. (*Ravelry is a knit and crochet social media site with over 9 million members.*) Over 230 entries were submitted, with 117,056 votes cast.

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.