



CONTACT

LISA CRUZ-SHELLEY

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ABILITIES

TYPOGRAPHY

WEB & EMAIL BANNERS

WEB DESIGN

COLOR & TYPEFACE THEORY

EFFECTIVE LAYOUT

PRINT HOUSE TERMS

EDITING & PROOFING

INTERACTIVE FILLABLE FORMS

LIGHT PHOTO RETOUCHING

VISUAL CONCEPTS

FLEXIBILITY & TEAMWORK

PROBLEM SOLVING

SKILLS

VISUAL STUDIO CODE

INDESIGN (CC)

ILLUSTRATOR (CC)

PHOTOSHOP (CC)

DREAMWEAVER (CC)

ACROBAT DC

HTML & CSS

CONSTANT CONTACT

MS OFFICE

PC & MAC

If it's important to you,
it's crucial to me.

PROFESSIONAL EXPERIENCE

2012 - Current Freelance Graphic Designer Crucial Visuals

- Successfully manage & coordinate various graphic design projects for small business clients from conception to completion
- Work closely with clients to create moods, color palettes & conceive designs that meet deadlines
- Manage all operational, financial quotes & administrative duties
- Effectively translate clients visual communication needs via business cards, t-shirts, flyers & postcards

2018 - 2019 Contract Graphic Designer Nelrod Company

- Researched, developed, created, edited & developed effective layouts for the following:
 - Multi-page, folded mailers
 - Half and tri-fold Brochures
 - Postcards
 - Web assets
 - Print banners
 - Fax blasts
- Developed & created e-mail blasts through Constant Contact
- Organized & archived previous projects for historical documentation

2015 - 2017 Marketing & Forms Developer Warrantech Inc.

- Assisted marketing department when applicable
- Analyzed & prepared a monthly reprint review for the purpose of consistent inventory availability
- Extensive coordination with print vendors, including but not limited to ensuring comparative rates, analyzed vendor digital files, maintained deadlines, & administered final validation of print samples
- Developed interactive PDF forms with proprietary form fields along with comprehensive testing for online utilization
- Kept current forms in compliance & when needed, helped to build new forms for new programs
- Organized & archived previous projects for historical documentation

2010 - 2011 Graphic Designer UT Arlington MAC

- Designed print marketing collateral such as flyers, posters, schedules, postcards & t-shirts for a campus of over 30k students
- Stayed within brand guidelines when creating pieces for the Maverick Activities Center (MAC) & campus wide materials
- Assisted with collateral updates & version control
- Designed a "Save The Date" postcard for a sports recreation conference that had a potential audience of over 10k attendees
- Organized & archived previous projects for historical documentation

EDUCATION

Bachelor of Fine Arts

University of Texas at Arlington, Arlington TX
Visual Communication