



C. Lisa Whitworth
303.300.9850

lisa@persuasivedesign.com
www.persuasivedesign.com

POSITIONS SOUGHT: Creative Marketing Director • Graphic Design • Project Management

QUALIFICATIONS & SKILLS: BFA - Bachelor of Fine Art, Emphasis in Communication Design - MSCD 2000
BA - Behavioral Science, Emphasis in Psychology - 2006

- QuarkXpress 7.0
- Illustrator CS
- Adobe After Effects
- Fireworks
- Customer Service
- InDesign CS3
- MS Office
- Adobe Acrobat
- Flash MX
- Project Management
- Photoshop CS3
- PowerPoint
- Dreamweaver
- Photography
- MAC & PC

EXPERIENCE

Most Current: Graphic Design/Marketing for a medical equipment manufacturing company encompassing aspects of advertising design/marketing and project management. Print, web, email ads and SEO; increasing exposure while minimizing cost. Also produce technical training instruction manuals and video clips.

2004-On-Going Persuasive Design LLC - Advertising/Marketing/Promotions - Creative Director, Graphic Design, Copy, Photography, Videography, Video Editing, Website Design and Maintenance, Vendor Liaison, Project Management and Customer Service.

2001-2004 The Cherry Creek School District - Graphic Artist/Communication Dept - Responsible for concept, design, annual report layout, proofing and production. Assisted with event presentations, video graphics and photography.

2000-2001 The Denver Newspaper Agency - Ad composition, production, electronic prepress.

1999-2000 The Denver Business Journal - Ad Artist/Production dept - Responsible for ad design, page layout, cover design, production and prepress.

ADDITIONAL INFORMATION:

Physically Fit/Positive Attitude
Awards in Fine Art (Sculpture & Photography)
Attended Supervisory Courses and supervised a crew of 5-8 (USAF)
Occasionally teach youth and adult art classes
Salary Negotiable

I am qualified to produce a wide variety of marketing materials and I continue to increase my knowledge of web design, animation, illustration and presentational skills. Please see my website for samples at <http://www.persuasivedesign.com>