

Lisa Summerell

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EXPERIENCE

USAA MAGAZINE

PACE Communications,
Greensboro, North Carolina

Art Director

Sept. 2009 • Present

Collaborate with editorial team to produce an award-winning financial publication for clients at USAA. Present layouts at client reviews and implement client revisions at all stages. Manage art budget for each issue. Hire and direct freelance photographers, stylists and illustrators. Serve as PACE/USAA point-of-contact during photo shoots. Coordinate with production department and client during issue close. Helped transition the magazine from print to digital by designing a mobile app prototype and digital flipbook. Involved in new business pitches to prospective PACE clients.

CHARLOTTE MAGAZINE

CHARLOTTE'S HOME &
GARDEN MAGAZINE

Morris Visitor Publications,
Charlotte, North Carolina

Associate Art Director

May 2007 • Sept. 2009

Collaborated with editors and staff photographer to design layouts for high-end city magazines. Transitioned magazine staff from a Quark-based workflow to an InDesign/InCopy-based workflow. Worked with modeling agencies and stylists on fashion shoots. Handled pre-press and served as printer liaison during issue close. Collaborated with marketing director to establish visual brand for magazines and special events.

THREADS MAGAZINE

SEW STYLISH MAGAZINE

The Taunton Press,
Newtown, Connecticut

Assistant Art Director

Jan. 2005 • Apr. 2007

Designed feature and department layouts for industry-leading sewing magazines. Implemented *Threads* magazine redesign and helped launch *Sew Stylish*, a magazine geared toward younger sewers. Hired and directed artists for complex instructional sewing illustrations. Managed editorial workflow calendar. Produced the issue pagination using editorial run-sheet.

AIR AGE MEDIA

Ridgefield, Connecticut

Freelance Designer

Sept. 2004 • Jan. 2005

Teamed with art directors and editors to design layouts for magazines devoted to RC, aviation and die-cast models.

DOUGLAS MURPHY
COMMUNICATIONS

Richmond, Virginia

Associate Art Director

Mar. 2000 • Sept. 2004

Played pivotal role in the design and production of DMC's award-winning B2B and trade magazines. Served as production liaison for advertisers.

SKILLS

Adobe Creative Suite (InDesign, InCopy, Photoshop, Illustrator, Acrobat),
Adobe Digital Publishing Suite, WordPress

EDUCATION

Virginia Commonwealth University

BFA, Communication Arts and Design, 1999