



*lisa weistroffer*



**education**

Illinois Wesleyan University  
Bloomington, Illinois

Bachelor of Fine Arts  
*Graphic Design Concentration*  
*Ceramics Concentration*

Spanish Minor  
*Study abroad in Costa Rica + Spain*

Graduation: 1998  
Summa Cum Laude

**software**

Adobe Photoshop  
Adobe Illustrator  
QuarkXPress  
Adobe InDesign  
Adobe Flash  
Adobe Acrobat

**languages**

Spanish

**work experience**

Freelance Designer  
Montgomery, Illinois  
2003 – present

Service offerings include corporate identity development, print collateral, advertising and Web design.

Ball Publishing  
Batavia, Illinois  
Senior Designer; 2003 – 2008

Responsibilities included design of *Green Profit* magazine as well as consumer and trade book titles for the horticulture industry. In addition to the development of concept-based creative and coordination of final art for print advertising, conference identities and collateral, event signage, media kits and Web sites, I created monthly flash animations for our magazine Web sites and implemented custom style sheets for increased efficiency between our editorial and creative staff.

Pletka Design  
Naperville, Illinois  
Designer; 1998 – 2003

Responsibilities included the development of marketing-focused creative solutions for corporate clients in the financial, technology and health care sectors including identity development, event signage, publication design, flash animation, Web site design and direct mail. Duties also involved securing usage and license fees for stock photography, obtaining estimates from vendors, proofreading and archiving.

**recognition**

Graphic Design USA: 2008  
Corridor Kids Pediatric Dentistry Logo

Visiting Artist: 2008  
Illinois Wesleyan University

Graphic Design USA: 2007  
*Absolutely Beautiful Containers*

Graphic Design USA: 2006  
*Green Profit's Retail Experience Logo*  
*Great Flowering Landscape Shrubs*

Garden Writers Association  
Media Awards Judge: 2005 + 2006

Graphic Design USA: 2005  
August 2004 *Green Profit* Cover  
Consumer Buzz Live Invitation  
Champagne Party Invitation  
A Day in Their Shoes Logo