



Lisa Petrusky Frye

CONTACT

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CREATIVE ROLES

Creative Manager

Senior Art Director

Art Design Coordinator

Senior Designer

EXPERTISE

UX Design Methodology

Visual Design

Digital Marketing

Brand Management

Project Management | Art Direction

Communication Design

System Development

Strategic Analysis

TOOLS

Design

Adobe InDesign, Illustrator, Photoshop, Dreamweaver and XD

UX tools

Optimal Workshop, Airtable

Coding

HTML, and CSS

Content management tools

Asana, Slack, Jira, and Virtual Ticket

CERTIFICATES

UX Design Certificate, General Assembly

Web Design Certificate, Truman College

EDUCATION

Currently attending

MS Human Computer Interaction Graduate Studies

De Paul University | Chicago, IL

BFA Graphic Design

School of Visual Arts | New York, NY

BA Fashion Merchandising

Marymount University | Arlington, VA

Communications Design, Graduate Studies

Pratt Institute | New York, NY

ABOUT

I am a designer. I mentor designers, partner with developers and design for the user's needs. I develop comprehensive design systems, product manage the process, conduct competitive analysis, tell stories, identify and solve problems, visualize journey paths and create prototypes. I am transitioning into UX/UI design and dabbling in code. My skills transfer to any medium.

WORK

Associate Creative Director

Michael Coleman Creative Services | Chicago, IL | Jan. 2022–March 2022

- Direct digital and creative teams.

Art Design Coordinator

City of Evanston, Community Engagement Division | Evanston, IL | Oct. 2013–April 2020

- Created communication brand standards for the City of Evanston municipal departments.
- Deliverables included digital marketing, social media, banner ads, web pages, email templates, print and signage materials, and developed digital job request system.
- Assisted departments in user experience needs for web and print campaigns.

Graphic Designer

Steppenwolf Theatre Company | Chicago, IL | July 2012–Oct. 2013

- Created marketing communication materials, signage, ads and emails for theater productions, education, and donor development teams.

Creative Manager

Ignite USA | Chicago, IL | Aug. 2011–Jan. 2012

- Developed marketing materials, packaging, researched and developed product colors for **Contigo**® thermal/hydration bottle systems.
- Observed UX interviewing and used data research for strategic design planning.

Senior Art Director Corporate Graphics

Crate and Barrel, CB2 and Crate and Barrel Outlet | Northbrook, IL | Feb. 2002–April 2011

- Directed the Corporate Graphics team, designers, production artists and traffic manager.
- Refreshed CB2 identity across all channels and created brand design system.
- Strategically conceptualized and managed marketing creative systems. Creative lead on international business expansions. Created and ensured print and digital standard consistency for all three brands.
- Interim digital lead for e-commerce gift registry program.
- Established and managed workflow process, job briefs, production schedules and press production approvals.
- Collaborated with interior and exterior stakeholders.
- Photo AD, conceptualized sets, merchandised shoots for branding, catalogue and digital.

Art Director Corporate Graphics

Art Director Private Label Packaging

- Created branded private label packaging. Researched design trends, developed seasonal themed moodboards, coordinating with store displays. Designed graphics for boxes, food tins, labels, tags, structures, and vendor supplied dielines.
- Art Directed, produced, and maintained brand standard manuals.

Senior Designer Private Label Packaging

Associate Art Director Creative Services

Martha Stewart Living Omnimedia | New York, NY | Sept. 1999–Feb. 2002

- Art directed assistant art directors, production artists, and photo shoot internal and external teams, project managed and conceptualized marketing systems for various programs for **Kmart**. Developed design/photography brand standards manual.
- Launched *Martha Stewart's Fine Paint Program*.
- Designed packaging and product surface patterns for the *Baby Baby Everyday* line.
- Colorist, converted MSLO paint colors into CMYK colors for Product/Design Departments.



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FEATURED WORK

The New York Times, October 26, 2006

Time Style and Design, Summer 2006

The Wall Street Journal, Tue., Dec., 10, 2006

INTERESTS

ballet
figure skating
cycling
traveling
museums
architecture
interior design
industrial design

FREELANCE

Full-time Freelance Designer | David High Design | New York, NY | Feb. 1998–Sept. 1999

- Assisted principle, David High: marketing branding strategies, client presentations, book jacket design for NYC publishing houses. Major accounts: *E! Networks* and *Basic Books Publishing, Inc.* Direct client interaction.
- *Style! Channel* for *E! Networks*: assisted in the network launch, print and web brand identity.

Senior Designer | Ogilvy & Mather | Chicago, IL

- Lead designer on the SC Johnson Glade account.
- Created the user standard manual for web, print, TV, advertising, and packaging, also designed conceptual product packaging concepts.

Designer | Skyline Design | Chicago, IL

- Produced magazine ads for sustainable architectural glass, mirrors, and *Michael Graves* line.

Designer/Intern | George Tscherny Inc. | 1988 AIGA Medalist recipient | New York, NY

- Designed corporate branding materials and annual reports
- Accounts: *School of Visual Arts*, *SEI Investments*, and *Sunpark* Reagan National Airport Shuttle Bus Service.

BUSINESS AND MANAGEMENT

Operations Administrator

The Morgan Library and Museum | New York, NY | Oct. 1992–Oct. 1996

- Supervised the mail room manager, receptionist, and *Morgan Court Cafe* operations. Assisted Operations Director on building management, landmark preservation and restoration projects, budget, purchasing and payroll.
- Collaborated with the Conservation Department on exhibition installation preparation, textile, and paint restorations for exhibition spaces.
- Designed special event announcements, redesigned the *Morgan Court Café* menu. Wrote various reports, created the office operations manual, and was the OSHA museum facility representative.
- Assisted on the production of exhibition catalogues.

Operations Administrator

Executive Systems International | New York, NY | Aug. 1991–Oct. 1992

- Managed Front Office Staff, assisted Controller, client accounts payable and desktop publishing.