



Lisa Petrusky Frye

CONTACT

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CREATIVE ROLES

Creative Manager

Senior Art Director

Art Design Coordinator

Senior Designer

EXPERTISE

UX Design Methodology

Creative Direction

Design Operations

Digital Communications

Brand Management

Strategic Analysis

TOOLS

Design

Adobe InDesign, Illustrator, Photoshop,

UI tools

Drupal, Dreamweaver, XD, Figma

Front-end Coding

HTML, CSS, and Bootstrap 5

Content management tools

Asana, Slack, Jira, and Virtual Ticket

CERTIFICATES

UX Design Certificate, General Assembly

Web Design Certificate, Truman College

EDUCATION

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

MFA Communications Design

Graduate Studies

Pratt Institute | New York, NY

CREATIVE DIRECTOR AND OPERATIONS MANAGER

Presenting innovative high level problem-solving clarity to design solutions meeting the user needs and business objectives: manage and mentor teams, define, implement, and maintain operations, workflow, and design systems by applying classical design structures to creative channels, UX/UI design, digital marketing, and communication spaces.

WORK

Web Designer

Chicago Botanic Garden | Glencoe, IL | Oct. 2022–Present

- Design web pages: conduct content analysis, build wireframes, UX/UI, HTML/CSS, and emails

Freelance

Various Client Work | Chicago, IL | April 2020–Oct. 2022

- Created web pages, UX/UI, HTML/CSS, and digital marketing.
- Developed branding and logo for small business.
- Art directed and project managed Digital Team, Developer, and Freelancers.
- Created workflow processes and creative briefs.
- Conducted content and navigation analysis for existing client's websites; delivered redesign recommendations; produced wireframes in Adobe XD and Figma design tools.

Graduate Student, UX/UI and Human Computer Interaction

DePaul University | Chicago, IL | Jan. 2021–Present

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 and implemented Creative Operation and Creative Direction.
- Directed the Corporate Graphics team, designers, production artists and traffic manager.
- Initiated, developed and implemented CB2 Brand refresh across all channels.
- Strategically conceptualized and managed marketing creative systems. Creative lead on international franchises. Created and ensured standard consistency for all three brands.
- Design operations, established, approved and managed workflow process, press, production schedules, and press production. 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

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*.



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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.