



**Lisa Shea Smith**  
**Web: Designer / Producer / Manager**  
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**LisaSheaDesign.com**

Consider it Done!

**Lisa is a driven Web: Designer / Producer / Manager** with experience in HTML/CSS, creating/managing/maintaining web content for web sites and other online software. These results are executed using W3C guidelines and HTML/CSS "Best Practice" with Creative/Web Software: Coda, Dreamweaver, Photoshop, Illustrator and Flash. She is aware of how web site template systems work and how to develop cross-browser/cross-platform websites. She has ample resources for web design and web technology. She is an excellent problem solver, multi-tasker, and quick learner; dedicated to continued knowledge in web trends, software and coding.

### **QUALIFICATIONS**

- Client interaction, account management and problem resolution
- Web creative and web content management
- Developing and maintaining cross-browser/cross-platform websites
- Proficient in QuarkXpress, InDesign, Photoshop, Illustrator, and code editors  
Dreamweaver, Acrobat and/or comparable graphic applications
- Working knowledge of WordPress, Flash, HTML, and CSS
- Maintain sites containing PHP, JavaScript
- MAC OSX/PC Platform

### **WORK EXPERIENCE**

#### **Legendary Pictures - Web Producer - Sept. 2009 - Present**

*Job Description:* Currently managing the re-design and construction of new web site (2010). Oversees the day-to-day maintenance of website, monitor web development team to conceive, design and launch web communications and assist in developing online marketing strategies that meet and exceed business objectives.

#### **mobileStorm - Webmaster (Freelance) - Jan. 2009 - Sept. 2009**

#### **mobileStorm - Webmaster - Nov. 2007 - Jan. 2009**

**[Recommendation from CEO Jared Reitzin: <http://www.lisasheadesign.com/Recommendations.pdf>]**

*Job Description:* Demonstrated expert skills of web design, production and webmaster. Designed custom e-newsletters for various clients. Promoted from Web Production to Webmaster of 500+ page site containing PHP templates (mobileStorm.com). Managed online creative, weblogs, and e-newsletters.

#### **Infomercial.tv - Web Designer/Coder Mar. - Jun. 2007**

*Job Description:* Successfully hand coded online marketing collateral using BBEdit.

*Accomplishment:* Infomercial.tv was satisfied with work, extended the assignment longer than the expected one month and raise compensation.

#### **Freelance Graphic Designer - May 2006 - Sept. 2007**

*Job Description:* Demonstrated expert skills in regards to web design and pre-press production.

Maintained/designed concepts for print and online creative for numerous corporate and entertainment agencies. I maintained relevant materials and ensured that all projects met pre-press printing and web specifications. I also evaluated layouts, solved potential problems, evaluated color usage, and made sure projects were delivered on time.

#### **Freelance Clients:**

- KO Creative - Entertainment Agency
- Haley Miranda Group - Creative & Marketing Agency
- Swart Ad: Advertising, Inc.
- Trailer Park - Movie Entertainment Ad Agency
- Frank Creative - Sports Creative & Marketing Agency
- Medtronic MiniMed - Diabetes Healthcare Company - Marketing Department

#### **Graphic Orb - Production/Graphic Designer - Nov 2004 - Mar. 2006**

*Job Description:* Production and layout of movie branding.

#### **Paradox 2000 - Production/Graphic Designer - Jun. - Sept. 2004**

*Job Description:* Production and layout of movie branding.

### **EDUCATION**

Flash I - UCLA Extension 2009

CSS Web Development for Designers - UCLA Extension 2009

Web Design: Dreamweaver/Flash CS3 - Pierce College 2007

Design/Photoshop CS2 - UCLA Extension 2006

Bachelor of Fine Arts - Major: Graphic Design - Austin Peay State University