



Lisa Shea Smith
Lead Web Designer / Producer

818-802-0103
Lisa@LisaSheaDesign.com

LisaSheaDesign.com

Consider it Done!

I am a creative and technical lead web designer. As a web designer I develop front-end designs using HTML and CSS *Best Practices*. I have vast experience in web technology including proficiency in Coda, Photoshop, Illustrator, Flash, Dreamweaver and comparable graphic applications, working knowledge of FTP and CMS systems and Word-Press integration. I have designed many optimized web banner advertisements using Flash and Photoshop and have an understanding of PHP, Javascript, and jQuery.

I have demonstrated a history of producing well-planned web content by developing sitemaps, wireframe decks, mockups, and user interface/CMS functionality, performing validation of site code, debugging and testing of sites and web forms, and developing and maintaining SEO optimized cross-browser/cross-platform web sites. I have designed online ads and email marketing campaigns for various clients. I ensured that their ad campaigns were consistent with the company's brand. I also created landing pages and e-newsletters that were W3C validated.

As a web producer, I obtained assets, performed day-to-day web site maintenance, and populated the site with content. I also researched, interviewed and selected the best web development firm, acted as the liaison between company and the web development firm, ensured that web site changes, deadlines, delivery dates were met and ensured that web site development stayed within the company's allotted budget.

I am an innovative individual with great problem solving skills. Not only can I design the user-interface and functionality of web sites, but I can also manage all aspects of web site creation from start to finish. My design abilities and project management skills would make me an excellent addition to your company.

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QUALIFICATIONS

- Proficient in Coda, Photoshop, Illustrator, Flash, Dreamweaver and comparable graphic applications
- Developing layouts and web site graphics, web content management and email marketing
- Write HTML and CSS, Understanding of PHP, Javascript, and jQuery
- Developing and maintaining SEO optimized cross-browser/cross-platform web sites
- Working knowledge FTP and CMS systems, WordPress Integration
- Design optimized web banner advertisements using Flash and Photoshop
- Development of sitemaps, wireframe decks, mockups, and user interface/CMS functionality
- Performed validation of site code, debugging and testing of sites and web forms
- Work independently and under direction, client interaction, project management, problem resolution

WORK EXPERIENCE

Legendary Pictures/co-Warner Bros - Web Producer - Sept. 2009 - June 2011

Lead Designer for company's web site re-design layout and color scheme. Instrumental in developing user-interface and CMS functionality; oversaw the day-to-day maintenance, liaison between Legendary and Warner Bros. acquiring assets for film co-properties, managed web development team, created e-newsletters communications and assisted in developing web technology strategies that met and exceeded business objectives.

- Designed sitemap, wireframes, user interface and CMS functionality
- Researched, interviewed and selected the company for web development
- Liaison between Legendary and Warner Bros. acquiring assets for film co-properties
- Ensured that all web site changes, deadlines and delivery dates were met
- Ensured that web site development stayed within budget allotted
- Developed banners for various properties advertised on various entertainment sites
- Design splash screens and menu backgrounds for mobile app game

Wett Designs - (Contract) Web Designer - Jun. 2009 - Sept. 2009

Production and layout of web sites and created Flash banners and slide shows.

mobileStorm - Web Designer/Webmaster - Nov. 2007 - June 2009

Demonstrated expert skills as a web designer and webmaster. Designed and managed corporate site, landing pages, and custom email marketing campaigns for various clients.

- Designed HTML email marketing templates for small/mid size entertainment companies
- Worked directly with the CEO and Lead Designer for creation of landing pages
- Managed CMS email platform, FTP and PHP database for corporate site

Infomercial.tv - Web Designer/Coding Intern - March 2007 - June 2007

Creation of HTML/CSS hand-coded online marketing ad collateral, landing pages, and web sites.

Graphic Orb - Production/Graphic Designer - Nov. 2004 - March 2006

Production and layout of movie print branding.

EDUCATION

Austin Peay State University - BFA - Graphic Design - 2000

UCLA Extension - Web Design/CSS/Marketing: Principles & Practices/Social Media & Online Marketing - 2006-2011

CONTACT: Lisa Shea Smith • 818-802-0103 • Lisa@LisaSheaDesign.com



January, 29th 2009

To whom it may concern:

My name is Jared Reitzin, I am the CEO of mobileStorm Inc. For nearly a decade mobileStorm has pioneered the concept of digital marketing. Having successfully delivered more than 2 billion messages on behalf of thousands of premier customers such as American Idol, Qantas Airways, MGM Grand, Palms Casino, Carl's Jr., Squaw Valley Ski Resort and Horoscope.com, mobileStorm is at the forefront of the digital marketing revolution.

In 2007 we decided to launch a new client services division aimed at providing our clients and clients with email templates and landing page design. I needed to find a talented person who could not only design this content but code it to be ready for the web and email.

I spent a month interviewing candidates before I met Lisa Smith. I was immediately impressed with her portfolio. I was equally as impressed with her quality of work that always came in at deadline.

Due to major changes in our economy, we were not receiving as much work anymore in the client services department. As a result we could not keep this position a full time.

I strongly recommend Lisa to anyone who is interested in hiring her in the future. I can be reach at 323-785-6322 if you have any questions you want to speak to me in person about.

Sincerely,

A handwritten signature in black ink, appearing to read "Jared Reitzin". The signature is fluid and cursive, with a large loop at the beginning and a trailing end.

Jared Reitzin
Chief Executive Officer
mobileStorm, inc.

Marleigh Riggins

Graphic Orb, Inc.

5636 Tujunga Avenue

North Hollywood, CA 91601

April 10, 2006

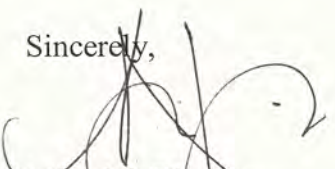
To whom it may concern:

I am pleased to write this letter of recommendation for Lisa Smith. We worked together in the Sony Pictures International Production Department at Graphic Orb, Inc. for one-and-a-half years. During her tenure as a production artist she showed considerable zeal and dedication.

During Lisa's service with us I interacted with her on a daily basis and depended on her to share the day-to-day production work for our department. Very much a team player, she is always enthusiastic. She always has a smile on her face and a desire to learn more, especially about graphic design.

In closing, I believe she will do a fine job in any venture she attempts in the future. I feel confident she would be an asset to your organization.

Sincerely,



Marleigh Riggins
Senior Graphic Designer



TEL 818 623 2000
5636 TUJUNGA AVENUE
NORTH HOLLYWOOD
CALIFORNIA 91601
www.graphicorb.com

April 10, 2006

Recommendation of Lisa Smith

Lisa Smith was employed by Graphic Orb, Inc. from November 2004 until March 2006.

Lisa contributed a range of skills and consistently demonstrated creativity and initiative, as well as the ability to learn *new* skills and grasp *new* ideas. She brings a warm personality, impeccable character and a genuine loyalty and passion to the workplace. Lisa will be an asset to any group with which she works.

I'm pleased to have the opportunity of providing a reference for Lisa Smith and if I can provide additional information, please don't hesitate to contact me.

Sincerely,

A handwritten signature in blue ink, appearing to read 'D. Adair'. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Denis Adair
Senior Vice President, Chief Operating Officer