

## **Lise Holliker Dykes**

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## PORTFOLIO

[lhdonline.com](http://lhdonline.com)

## EDUCATION

**B.A., Journalism/Graphic Design: 1993, Washington Bible College, Lanham, MD**

## CURRENT WORK EXPERIENCE

### **September 2015–Present: Graphic Designer, Chesapeake Bay Foundation**

- Design and production of print and online advertising, magazines, newsletters, infographics, direct response, collateral and promotional materials, environmental display/wayfinding, and other digital or print needs
- Consultation and implementation of workflow and department organization strategy, including introduction of online global intake form for internal client use
- Selection, implementation, and rollout of new digital project management solution department
- Art direction, quality control, interviewing, on-boarding, and training for in-house staff and outside vendors
- Preparation and delivery of client pitch materials and presentations
- Introduction of and staff training for new paperless workflow strategy
- Design, consultation, rollout, and production of logo marks and branding guidelines
- Concept, copywriting, and design for marketing campaigns
- Branding and design for responsive websites, emails, and social media, including templates for staff use
- Design for company presentations (PowerPoint), including branded templates for staff use
- Sourcing and art direction for stock/custom photography and custom illustration
- Research and recommendations for print and online service providers
- Direction of photo shoots with internal and professional photographers

### **1995–Present: Freelance Art Director/Web Developer**

- Design and production of a wide variety of print and online collateral for diverse clientele, including advertising, magazines, newsletters, infographics, direct response, collateral and promotional materials, book covers, DVD/CD packaging, point-of-purchase, and environmental display/wayfinding
- Design, implementation, testing, training, and maintenance for static and content-managed websites
- Art direction, quality control, interviewing, on-boarding, and training for in-house staff and outside vendors
- Preparation and delivery of client pitch materials and presentations
- Research, bid coordination, project management, and budgeting for print and online service providers
- Branding and design for responsive websites, emails, and social media, including templates for staff use
- Research and implementation for CMS, e-commerce solutions, SEO, and accessibility best-practice solutions
- Consultation, setup, and management for shared and VPS UNIX hosting, domains, and SSL certificates

## PAST WORK EXPERIENCE

### **1994–1995: Graphic Artist/Technical Writer • Bonnie Walker & Associates, Inc.**

- Research, writing, and design of testing and training materials with public health and safety focus for US federal government agencies
- Preparation and submission of grant proposals
- Creation of custom illustrations and charts for print and video
- Production assistance for on-location video shoots

### **1990–1994: Publications Coordinator • Washington Bible College/Capital Bible Seminary**

- Writing and design of all public relations, advertising, and collateral material
- Creation of custom illustrations and charts for print
- Management of print and advertising budgets and schedules

## OTHER QUALIFICATIONS

- **Software competencies:** Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Bridge, Acrobat Pro, XD, Premiere, Dreamweaver, After Effects), Filemaker Pro, Microsoft Word, Excel, PowerPoint, Google Docs, ExpressionEngine, WordPress, Twitter Bootstrap, Zurb Foundation, HTML, CSS, jQuery, Sequel Pro, Sublime Text, Asana, SmartSheets, Basecamp, Github, MAMP, Microsoft Teams, Firefox/Chrome/Safari Developer Tools, Formstack, Stripe, Constant Contact, MailChimp, Luminare Online/CMS, ArcGIS Online
- **Personal skills:** Excellent verbal and written communication, quick-study/intuitive approach to client/colleague interactions, drive to learn new techniques and keep up with developments in the industry, active participation in the global digital design community, flexibility, timely response to deadlines and changing priorities, equal comfort working as a team or independently, able to juggle multiple tasks as required
- **Professional development:** An Event Apart 2018, EECONF 2017, Create Chaos, delve:UI, EECI 2011–2014, Breaking Development 2014, PEERS 2014–2015, ConvergeSE 2014–2016, PepCon 2015