

## Contact

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**Driven** by creativity and fueled by collaboration, I balance innovation with empathy, executing projects efficiently while fostering teamwork. With expert InDesign skills and a deep commitment to authenticity, I deliver bold, reliable solutions, all while keeping teams inspired and aligned.

# Lisa Fanning

## What people are saying

- **genuine**, creative, & intelligent.
- a great listener with a confident, **brazen** personality.
- supportive of her community.
- **introspective** & thoughtful.
- a **valuable** & dependable team member.
- someone who **gets things done**.
- an InDesign production artist with a **great eye for design**.

## Tech Skills

- Adobe CC (Bridge, Camera Raw, Firefly, Illustrator, InDesign, Photoshop)
- Affinity Suite (Publisher, Designer, Photo)
- BaseCamp
- Easy Catalog
- MacOS
- Microsoft & Google Office Suites

## Community Involvement

The Rebecca Foundation's Cloth Diaper Closet

- Facilitated community outreach.
- Managed inventory within an ERP system.
- Organized donation collection, sanitation (per CDC guidelines), and distribution of cloth diapers.

Graphic Designer

- Designed promotional materials for various local non-profits, supporting engagement and awareness.

Mural Painter

- Volunteered artistic talents to create vibrant murals, enhancing the environment of the daycare.

## Accomplishments

- **Leadership & Project Management:** Directed design projects, including dealer catalogs, brochures, trade-show signage, packaging, and ads for both print and digital formats.
- **Cost Efficiency:** Negotiated vendor contracts, achieving a 10–20% annual reduction in printing costs.
- **Collaboration:** Supervised and collaborated with freelance designers, photographers, project managers, and engineers to ensure design accuracy and high-quality outputs.
- **Process Optimization:** Developed yearly sell sheet templates to increase production speed while maintaining fresh designs. Utilized master pages and style sheets in InDesign to streamline project setup and maintain consistency.
- **Technical Expertise:** Developed & managed a library of over 10,000 marketing assets; expert in InDesign.
- **Innovation:** Created a system to synchronize changes between website and printed materials, reducing calls to the Sales & Tech departments.
- **Web & Digital Content:** Created and managed web content, including feature pages and ads (static and animated), ensuring accuracy and alignment with product specifications.
- **Video Production:** Produced how-to installation videos, handling all aspects from lighting to editing.
- **Leadership & Project Management:** Led the design and production of print materials, specializing in large-format printing from concept to completion.
- **Teamwork:** Partnered with UW professors and staff to deliver impactful visual solutions tailored to academic needs.
- **Technical Expertise:** Mastered color correction and file optimization for both digital and offset printing, ensuring high-quality output across all mediums. Fine-tuned customer files for efficient digital and offset production, reducing errors and streamlining the printing process.

S&S Cycle (2010–2022)

University Graphics/Photo (2005–2008)

## Schools

- University of Wisconsin-Parkside. BS Art
- Gateway Technical College. AAS Graphic Technologies–Design