



lisa ellin winters

407-394-7291 | ellininc@me.com

With over 15 years experience, strong creative/conceptual skills, and a vast production knowledge from print to multi-media – I have experience directing photo-shoots, creating concepts, producing hand sketched comps and storyboards, creating web pages and HTML emails. In addition to this I have led internal and external creative teams steering the direction to adhere to given brand aesthetics.

WORK EXPERIENCE

03/08 - PRESENT **Graphic Design Manager**

Sr. Graphic Designer (03/08-04/13)

Specialty Restaurant Group, Darden Concepts, Inc., Orlando, FL

- Manage graphics team and production of all creative materials ensuring accuracy, consistency and continuity across six brands.
- Handle all administrative tasks in regards to management such as scheduling, project/workload management, equipment purchasing, and providing performance reviews.
- Manage and Art Direct photo shoots.
- Oversee numerous internal activities such as; providing feedback of materials produced by Jr Designers and/or freelancers, provide direction to interactive developers, assist stakeholders in assessing creative and as branding advisor.
- Led external web agencies in creative direction for redesign of The Capital Grille Seasons 52, and Eddie V's websites to stronger align with brand image.

10/07-3/08 **Freelancer/Consultant**

10/06-10/07 **Sr. Art Director**

Quantified Marketing Group, Heathrow, FL

- Secured large dollar RFP from local restaurant per extensive creative proposal.
- Mentored Jr. Designers.
- Educated Jr. Designers on production requirements.
- Illustrated concepts for potential clients.
- Produced storyboards for training videos and commercial pitches for restaurants such as Blimpie, and Extreme Pita.
- Designed complete brand systems for various restaurants, including: logo, identity, disposables, menus, uniforms and more.
- Designed retail items including flip flops, key chains, pins, T-shirts and more for international clients such as Sr. Frogs, Myrtle Beach and Carlos N Charlie's, Cancun Mx.

1/05 - 10/06 **Sr. Graphic Designer**

Creative Services, InCharge Institute, Orlando, FL

- Steered creative direction of all marketing and branding materials.
- Handled aspects of branding: made decisions, informed employees (brand manual and classes) and enforced brand regulations.
- Designed external and internal creative materials: Monthly mini-magazine newsletters, sales materials, advertisements, division's intranet site, flash video screens, signage and much more.

WORK EXPERIENCE Continued:

7/04–1/05 **Freelance/Consultant – NYC, NY and Orlando, FL**

Clients included: The Orlando Sentinel, Charming Shoppes (Lane Bryant, Fashion Bug), and My Marketing Manager, LLC.

7/96 - 7/04 **Various Positions - The Orlando Sentinel, Orlando, FL**

Art Director – 4/02 - 7/04

Brand & Promotions/Multimedia Department, The Orlando Sentinel

- Conception, creation, and presentation of promotional materials for print and web. Additional responsibilities included: preparing files for output at external vendors, outputting film internally, and providing mock-ups for presentation.
- Created story boards and props for commercials.
- Directed and edited videos for employee events.

Production Artist – 11/00 - 4/02

Marketing Department, The Orlando Sentinel

- Conception, creation, and presentation of promotional materials for print and web. Additional responsibilities included: preparing files for output at external vendors, outputting film internally, and providing mock-ups for presentation.

Graphic Arts Specialist – 7/99-11/00

Special Products Group, The Orlando Sentinel

- Created and manipulated ads, advertisement inserts, and other high-end products including monthly magazines.
- Working knowledge of color, knockouts, trapping, file formats and other pre-press related issues such as troubleshooting.

Graphic Designer – 7/96-7/99

Advertising Department, The Orlando Sentinel

- Created and manipulated ads, advertisement inserts, and other high-end products including monthly magazines.

SOFTWARE KNOWLEDGE:

Adobe Indesign CS 3 – CSC

Adobe Photoshop 3 - CSC

Adobe Illustrator 6 - CSC

Adobe Acrobat PRO 3 - CSC

MS Office

Adobe Dreamweaver 3 - CSC

HTML5

CSS

Responsive Design - Familiar with Bootstrap and Foundation

Wordpress

EDUCATION:

• Rollins College, Winter Park, FL.

Graduated Magna Cum Laude with a B.F.A. in Studio Arts.

• Daytona Beach Community College, Daytona Beach, FL. A.A. main focus in Art.