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*Lisa Dion*

Art Director | Sr. Graphic Designer

# DESIGN PORTFOLIO

# LISA DION

Art Director | Sr. Graphic Designer

As an award-winning hybrid Art Director and Senior Graphic Designer, I am deeply passionate about the transformative power of design and its ability to elevate brands and captivate audiences. With over a decade of experience as an Art Director and Graphic Designer, I have dedicated myself to crafting high-quality visual solutions that leave a lasting impact.

I've collaborated with diverse brands and agencies, conceptualizing and delivering comprehensive design solutions for 360-degree marketing campaigns, products, websites, and social media. My commitment to excellence goes beyond aesthetics; it extends to understanding the core essence of a brand and translating it into compelling visual narratives.

I am dedicated to pushing the boundaries of design, embracing innovation, and fostering collaborative partnerships. My journey is a testament to the belief that design is not just about creating visuals; it's about crafting stories that resonate and leave a lasting impression.





## 01 BRANDING

- Brand Standards & Visual Style Guides
- Concept Creation
- Collateral Design
- Logo Design
- Merchandise & Apparel Design

## 02 PRINT DESIGN

- Ad Creative
- Annual Reports & Booklets
- Brochures & Flyers
- Business Cards & Letterhead
- Catalogs
- Collateral Design
- Packaging Design
- Publications & Magazine Layouts



## CORVETTE STINGRAY PRESS KIT

AGENCY: Premier Communications Group

ROLE: Art Director

TOOLS: Photoshop, Illustrator, InDesign

## 03 DIGITAL DESIGN

- Banner Ad Creative
- eBook & Digital Report Design
- Email Design
- Retail & eCommerce
- Social Media Creative
- Web Design, Wireframes & Prototypes

## 04 EVENT MARKETING

- Collateral Design
- Event Branding
- Experiential Design
- Media Kits
- Interactive Multimedia & Presentations
- Trade Show Booth Design



## BEAUTE DE MAMAN

CLIENT: Beaute de Maman

ROLE: Art Director, Sr. Graphic Designer

TOOLS: Illustrator, Photoshop, InDesign



# 01 BRANDING

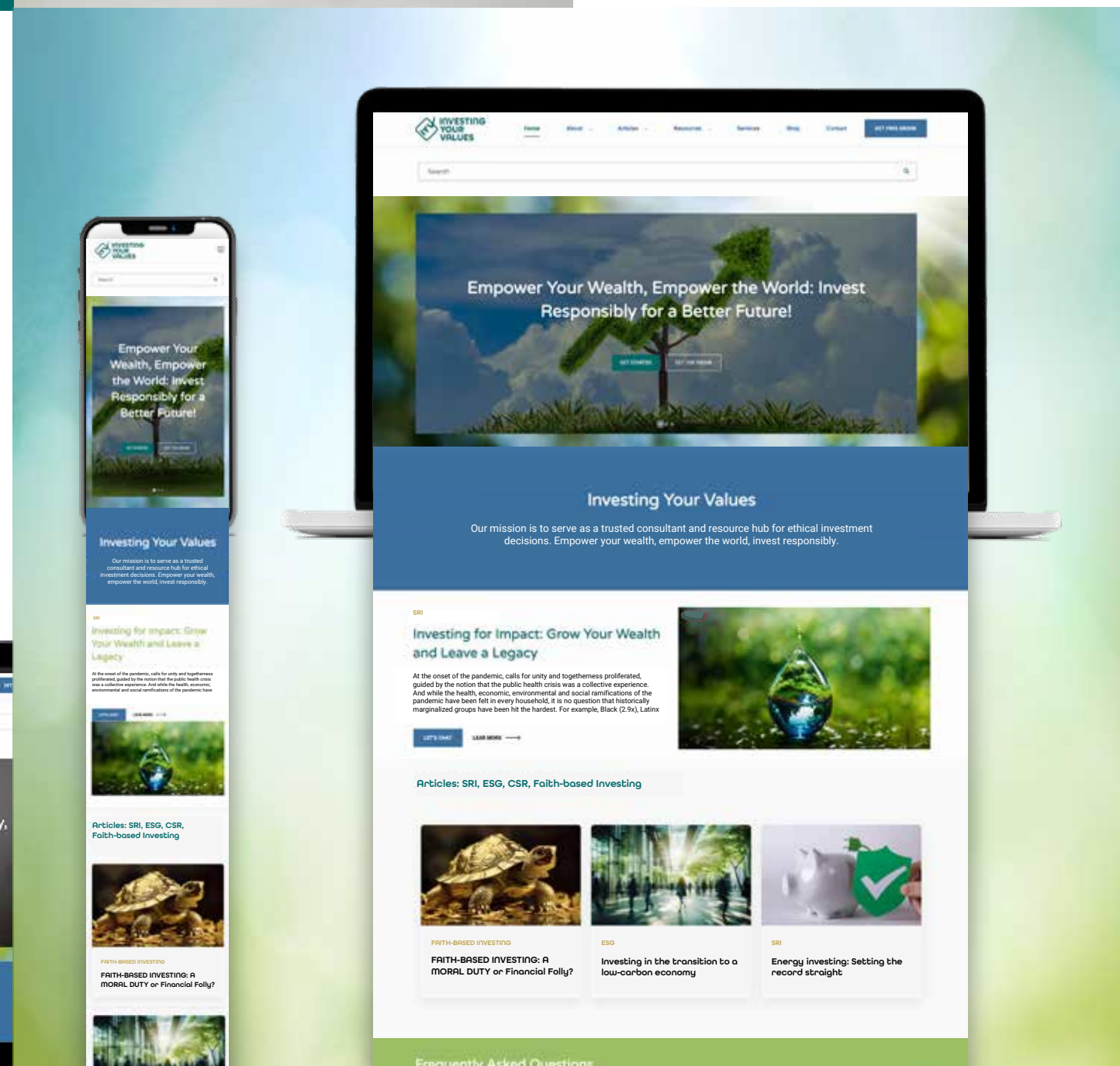
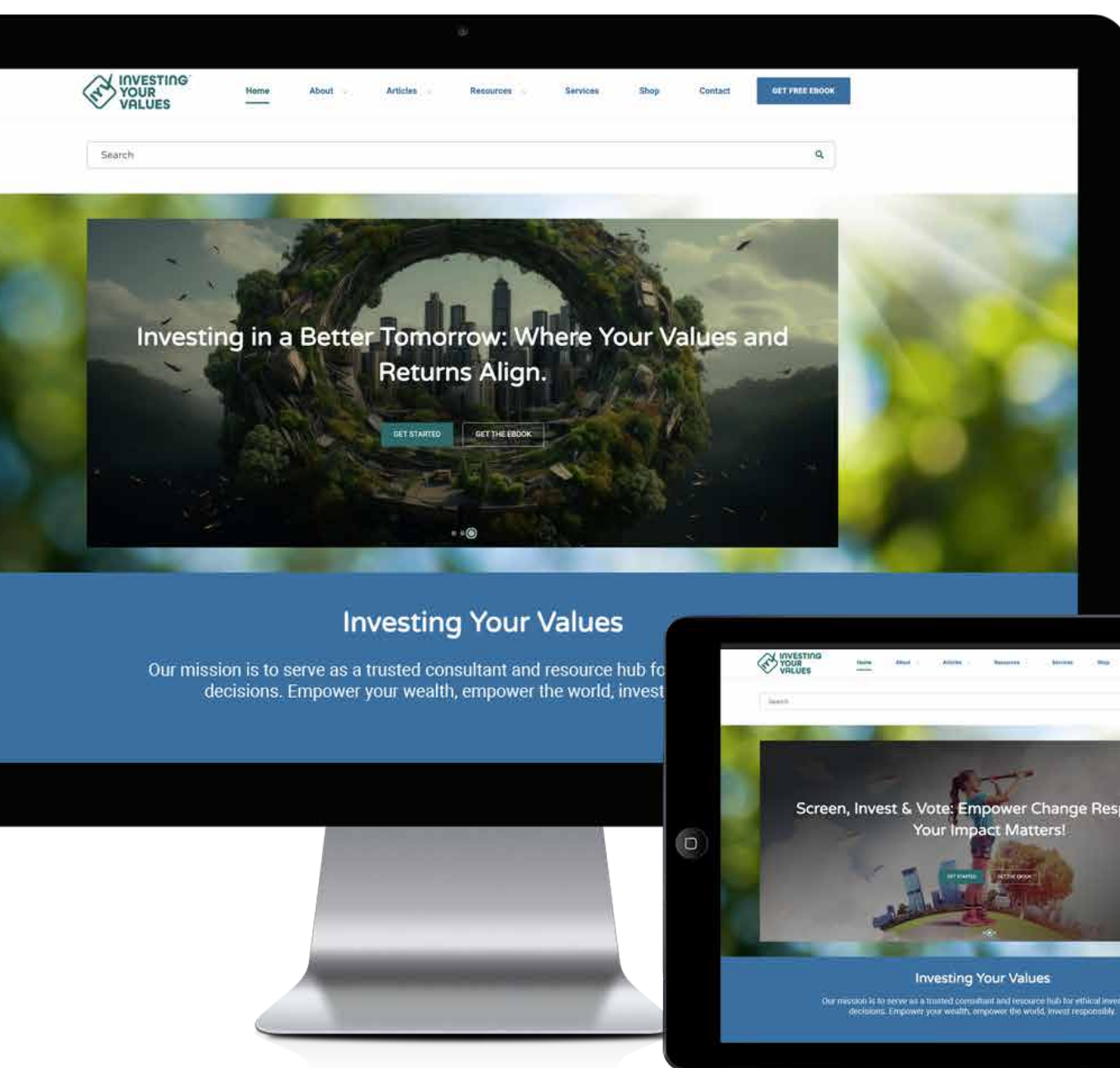


## INVESTING YOUR VALUES

CLIENT: Investing Your Values

ROLE: Art Director, Visual Designer

TOOLS: Illustrator, Photoshop, Figma, HubSpot





**GD  
USA**  
AMERICAN GRAPHIC DESIGN AWARD  
2014 WINNER

## SAROKI ARCHITECTURE

AGENCY: Premier Communications Group

ROLE: Art Director, Web Designer

TOOLS: Illustrator, Photoshop, InDesign, WordPress



# 02 PRINT DESIGN



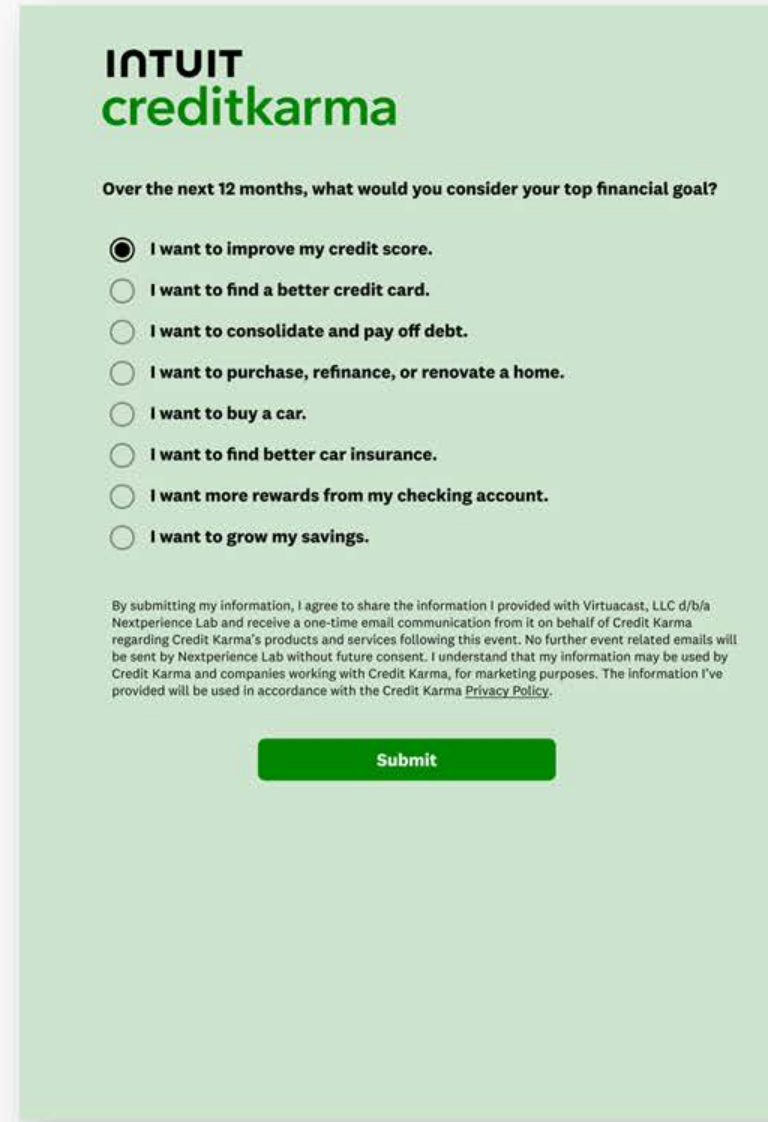
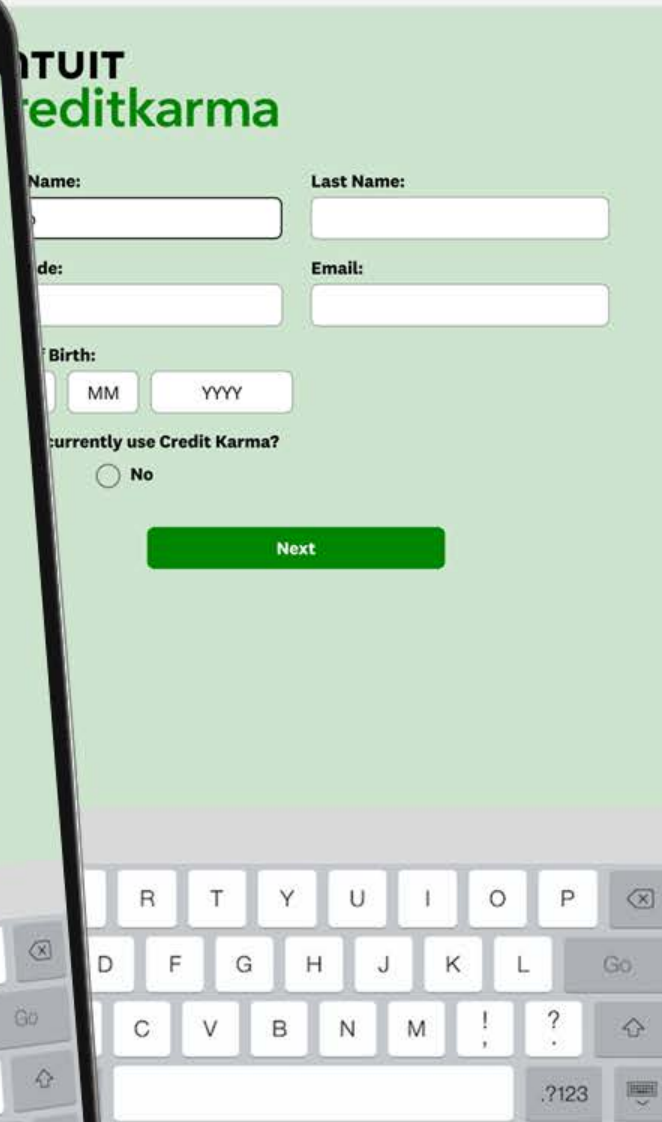
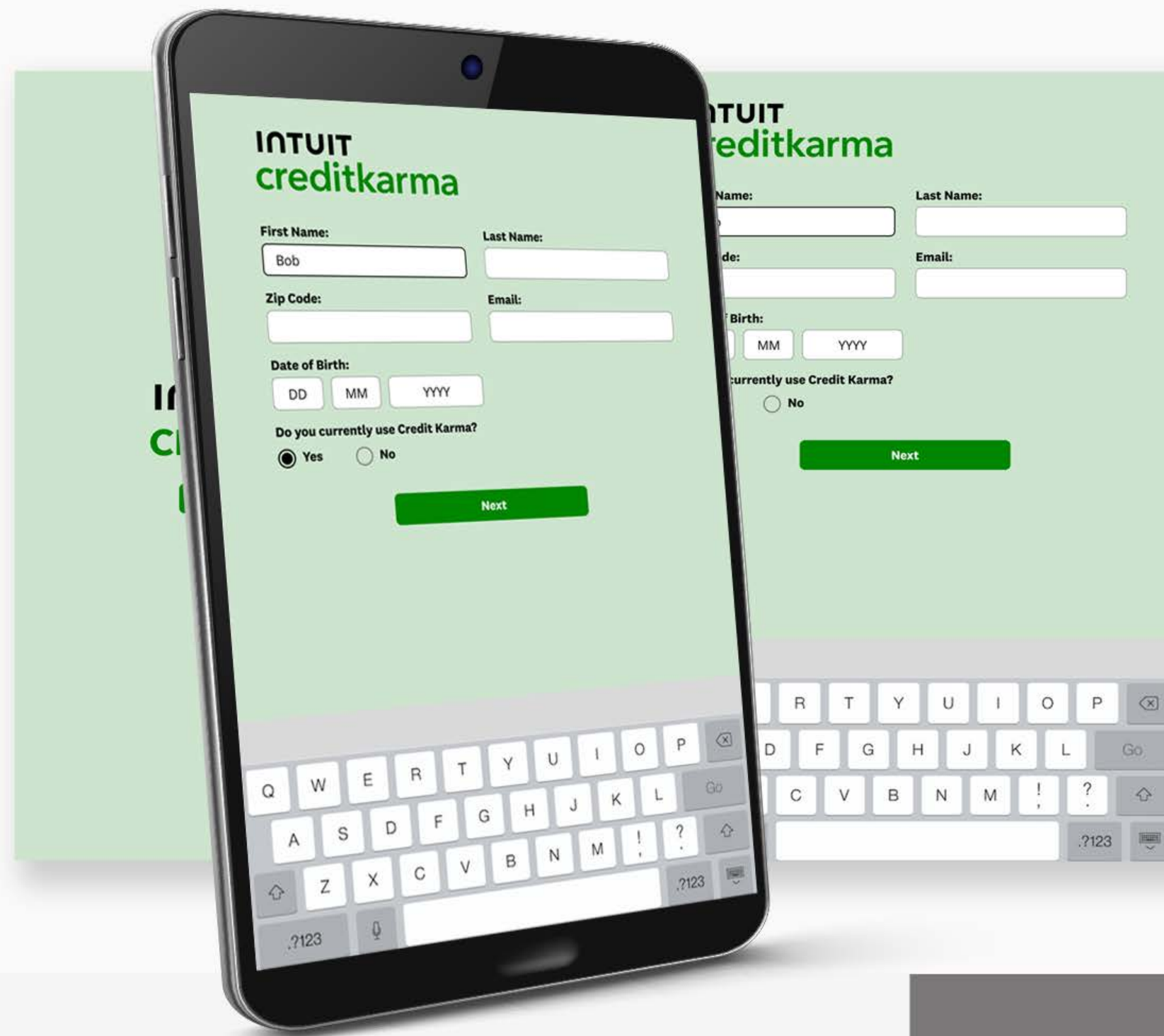
## BUICK AVENIR PRESS KIT

AGENCY: Premier Communications Group

ROLE: Art Director

TOOLS: Photoshop, Illustrator, InDesign



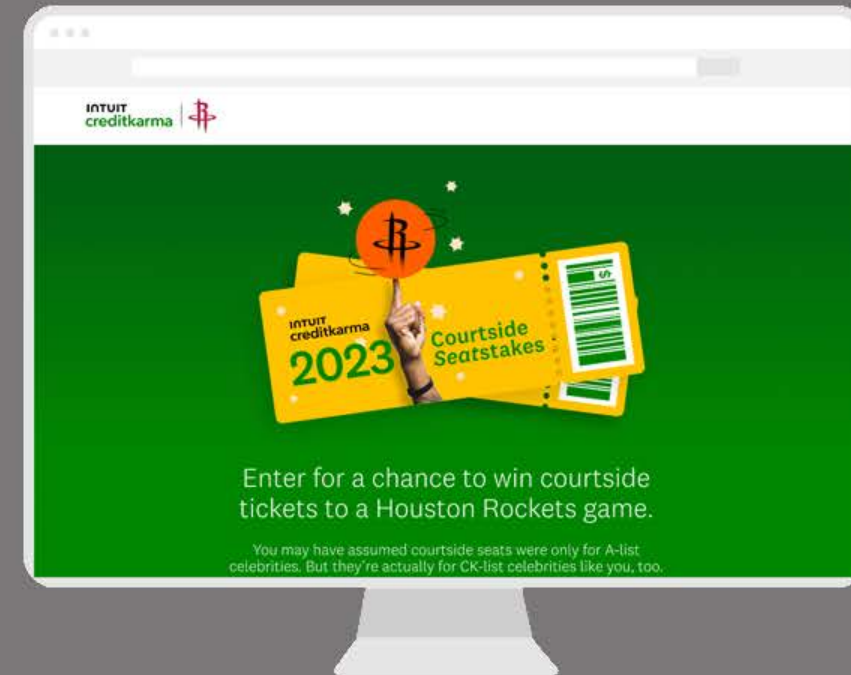
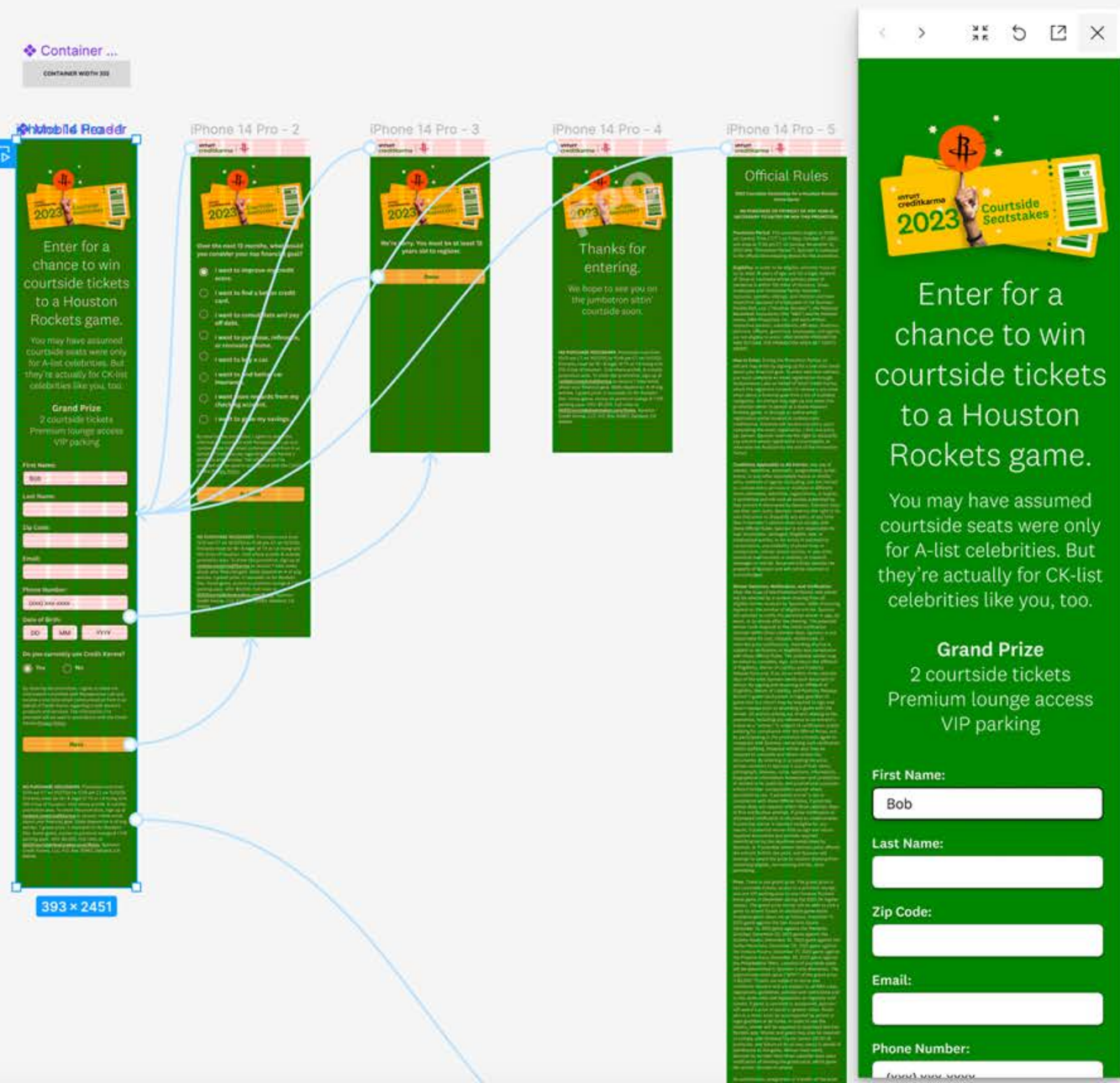


## CREDIT KARMA

AGENCY: Nextperience

ROLE: Visual Designer / UI

TOOLS: Figma



# 03 DIGITAL DESIGN



# YOUR

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any applicable tax, shipping or set-up fees.  
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**DEALER  
INFORMATION  
SLIDE**

**CONTACT YOUR DEALER >>**



## EXMARK 360 DEGREE BRANDING & DISPLAY ADS

CLIENT: Power Equipment Distributors / Exmark  
ROLE: Art Director, Sr. Graphic Designer  
TOOLS: Illustrator, Photoshop, Animator





# NBA CROSSOVER

## DROPPING DIMES CHALLENGE



Nextperience™  
THE EXPERIENCE DESIGN & DEVELOPMENT LAB



## DROPPING DIMES CHALLENGE

OPEN YOUR  
NBA EVENTS APP  
TO SCAN IN  
AND PLAY

### NBA All-Star Crossover Experience

AGENCY: Nextperience

ROLE: Visual Designer

TOOLS: Photoshop, Illustrator, After Effects

# 04 EVENT MARKETING



ACT EXPO

## EVENT MARKETING

- Dobel Tequilla US Open | Toast With a Maestro
- ACT Expo | GNA Digital Media
- Great Lakes Data & Analytics Summit | Branding & Collateral
- Zone Perfect Experiential | Social Media Activation
- eLead Promo | Banners & Video Presentation

## GREAT LAKES BUSINESS INTELLIGENCE & BIG DATA SUMMIT

GREAT LAKES BUSINESS INTELLIGENCE & BIG DATA SUMMIT

AGENDA

|                     |  |
|---------------------|--|
| 8:00 AM - 8:30 AM   | Registration and Breakfast (30 minutes)                    |
| 8:30 AM - 9:00 AM   | Manufacturing (10 minutes)                                 |
| 9:00 AM - 10:00 AM  | Keynote: Data Analytics - The Next Generation (30 minutes) |
| 10:00 AM - 10:15 AM | Break (15 minutes)   |
| 10:15 AM - 11:00 AM | Setting a Strategy for Success in Big Data and Analytics   |
| 11:00 AM - 11:30 AM | Using Self-Service BI to Optimize Roadside Service         |

WAYNE ECKERSON, ECKERSON GROUP

**KEYNOTE:** THE FUTURE OF DATA AND ANALYTICS: GAME-CHANGERS ON THE HORIZON

DAY ONE | DATA ANALYTICS  
March 9 | 12:00-12:45 P.M.

GREAT LAKES DATA & ANALYTICS SUMMIT

atlassian | Cloudera | Hortonworks | IBM | SAP | Tableau | Qlik | +tableau

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**THANK YOU**



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