Graphic Design Professional

LISA TONDINO

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EDUCATION

B.S. Degree in Graphic Design from Grace College, Winona Lake, IN | Minor: Communications
Website Development from Art Institute Online

SOFTWARE: **Adobe: Photoshop, Illustrator, InDesign, Lightroom** | AI Models: Firefly, ChatGPT, Gemini, JSON | WordPress | Canva | Microsoft Office 365 | D2L

EXPERIENCE

FREELANCE & CONTRACT GRAPHIC DESIGN | **Winona Lake, IN • Simi Valley, CA • Spring Hill, TN | 1995 – Present**
Wide range of projects from concept through completion for various corporate, non-profit, media, entertainment, and start-up business clients — logos, illustrations, catalogs, brochures, newsletters, specialty printing, large scale vinyl, indoor and outdoor signage, banners, print ads, digital ads, advanced photo editing, advanced asset generation using AI models, photography, shirt designs, promo materials, trade show booths, copy writing, websites, social media marketing, email campaigns and consulting.

TENNESSEE COLLEGE OF APPLIED TECHNOLOGY | **Franklin, TN | Digital Graphic Design Instructor, Mar 2024 – Feb 2026**
Launched new Digital Graphic Design Program for TCAT Dickson at Columbia State in Franklin, TN; curriculum development; student recruitment; daily individualized student instruction; recruit and maintain an advisory board of local industry professionals; successfully passed 2 program accreditation audits; research, purchasing and maintenance for all program equipment including computers, cameras, printers, ipads, heat press, photo studio, AV; build monthly connections with local non-profits and design/print industry professionals to seek job placement, live work projects, or internships for students; all classroom management tasks such as grading, discipline, training, curriculum progression tracking, attendance, 504 accommodations, field trips, guest speakers, supplies; building and maintaining a cooperative relationship with Columbia State faculty and staff; researching and implementing new AI technologies in the classroom and design curriculum; maintaining personal industry relevant design work outside of TCAT work hours.

PREMIUM QUALITY LIGHTING | **Simi Valley, CA | Art and Marketing Director, Feb 2001 – Sept 2006**
Established an in-house art department; created and implemented a database system to track and organize projects; handled all aspects of company artwork from concept through completion including catalogs, mailers, packaging, logos, advertising, product illustration, photo editing and photography; corresponded and coordinated with foreign and domestic vendors to establish efficient deadlines and attractive packaging, etches and labeling; interviewed, hired, and directed the website programmer; worked directly with distributors and clients to establish customized marketing pieces; extensive copy writing for marketing pieces; chose and coordinated print vendors to ensure the highest quality at the most competitive pricing; worked with salespeople on special marketing projects; assisted with developing employee training materials; maintained art department computers and software; established and maintained effective artwork backups; responsible for art department purchasing.

ADOUT, TC ADVERTISING | **Van Nuys, CA | Visual Artist Supervisor / Visual Artist, Dec 1998 – Feb 2001**
Designed high end creative ads for the Los Angeles Times; designed creative content for TheSpecDept.com, including ad templates, artwork and illustrations; designed special speculative projects for TC Advertising; created logo designs for various new divisions of AdOut, such as VisualsOnDemand.com; copy writing; on-site liaison to LA Times sales reps to assist with design requests and enhance client relationship; interviewed, tested, supervised and trained art department employees; scheduled and coordinated projects; ensured timely and cost effective turn-around of workflow despite high pressure deadlines; special project management; technical troubleshooting.

WESTLAKE ADVERTISING AGENCY | **Westlake Village, CA | Art Director / Graphic Designer, Jan 1997 – Dec 1998**
Designed, produced and managed two local magazines; ad design; press kits; logos; packaging; illustrations; photo editing; photo shoot management and direction; copy writing; advertising research and placement for several clients; print media; proof reading; project scheduling; account management; employee interviewing, supervision and training; prospective client meetings and interviews; coordinated print vendors; quotes and billing; technical troubleshooting.

THE WILD SIDE | **San Fernando, CA | Graphic Designer, Apr 1996 – Jan 1997**
Created catalogs and brochures; worked with production manager to ensure quality and accuracy; developed new silkscreen techniques for opaque process transfer printing; artwork cleanup and preparation; scanning; prepared digital files for print.

PRINTING CAROUSEL | **Simi Valley, CA | Graphic Designer, Sept 1995 – Apr 1996**
Designed and produced various brochures, business cards, postcards, forms, logos, newsletters; digital and manual prepress; customer service; bindery.

GRAPHIC DESIGN INTERNSHIP | **Grace College, Winona Lake, IN | Art Department Intern, Jan 1995 – May 1995**
Designed and produced various projects; project consulting; computer assistance to art students.

GROWING FAMILIES INTERNATIONAL INTERNSHIP | **Chatsworth, CA | Graphic Designer, May 1994 to Aug 1994**
Designed and produced various brochures, books, newsletters and flyers.

GRACE BRETHREN HOME MISSIONS INTERNSHIP | **Winona Lake, IN | Graphic Designer, Oct 1993 to May 1994**
Designed and produced various brochures, newsletters and logos.