

LISA M. PERKINS

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education

MAY 2002

PARSONS SCHOOL OF DESIGN

Master of Fine Arts Degree

Design and Technology

MAY 2000

HAMPTON UNIVERSITY

Bachelor of Fine Arts Degree

Graphic Design

Member of the Golden Key National Honor Society

honors

2006 Webby Award

2006 International Bottled Water Association Award

2004 *House Beautiful* (KATE SPADE AT HOME)
Giants of Design Award for Tastemaker

2004 *Bon Appetit* (KATE SPADE AT HOME)
American Food and Entertaining Award for
Designer of the Year

2004 *Elle Decor* (KATE SPADE AT HOME)
International Design Award for Bedding

2002 Profile on Adobe Partners by Design

2001 Exhibited and featured in 306090.org

References available upon request.

work experience

MAY 2010 - PRESENT

NEXT STREET AGENCY

Art Director

Next Street provides high-potential and high-performing urban businesses with customized solutions to drive growth. Business solutions include business strategy, organizational development, financial advisory, and full-service marketing and advertising solutions. I partner closely with the creative director, copy writer and account management team to develop appropriate visual solutions for our clients across mediums, including digital, print, video and identity work.

JULY 2009 - MAY 2010

INTERACTIVE ONE

Senior Visual Designer

I was responsible for redesigning the core experience for one of the original social networking sites, BlackPlanet. Working in an agile environment I focused primarily on increasing member retention by redesigning the look and UX of the sites main, home, search and user profile pages.

JUNE 2006 - MARCH 2009

ICON NICHOLSON

Senior Designer

As the primary designer on one of Icon's longest standing accounts, Nestlé Waters North America, I focused primarily on creating visual designs to help increase acquisitions and reduce customer service inquiries on two independent sites covering six major brands. Collaborated with a team on all project phases including: research, concept development, design, production, QA, testing and maintenance.

JUNE 2003 - MAY 2006

SPOT DESIGN

Co-Founder & Creative Lead

Spot Design was small creative services company working with a diverse range of clients from small start-ups to more established companies to large organizations such as The United Nations. Worked on all areas of web and print projects, including logos and identities, concept development, project management, marketing and promotion, and managing a web of freelancers and client relationships.

MAY 2001 - MAY 2004

TROY SOHO

Print & Web Designer

Managed creative consistency for Troy furniture marketing and branding. Revamped and created website, collateral material, national ads, store signs, graphic installations, identity systems, and various seasonal solutions.

SEPTEMBER 2002 - APRIL 2003

PLATFORM LLC

Print & Web Designer

Responsible for concept and execution of print, invitations, packaging, product displays and internet based material for W Hotels the Store, the Kate Spade at Home Collection (awarding winning), Better Homes and Gardens and the Troy Store.

JUNE 2001 - AUGUST 2002

PARSONS SCHOOL OF DESIGN

Part-Time Faculty

Taught classes to incoming freshman, third year BFA and first year MFA candidates in Internet Lecture Lab, Advanced Web Design, Introduction to Digital Design and Design Basics