

LIZANNE ELAINE WEBB

Creative Director / Brand Strategist

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“There's a way to do it better - find it.”

~ Thomas Edison ~

EXPERIENCE : : . .

01/89 - Present

Freelancing | Los Angeles / San Francisco / New York / Sarasota / Montreal

Position: **CREATIVE DIRECTOR**

Art Direction and Marketing Concepts: Catalogs, 3-dimensional pieces, corporate id and, more recently, websites. Work involves design for customer, production, and press approvals. Bulk mailing is also handled by myself as well as the customer database management to support it.

CLIENTS INCLUDE: After Dark Films, Shriekfest, Atkins, Upstate Ford Dealers Association, Victoria Varga Jewelry, Oster Style, ShangriLa Furniture, Owens & Kim, LLC (DNC training)

01/08 - Present

Sewall Road Partnership | New York, NY

Position: **FREELANCE CREATIVE DIRECTOR**

Art Direction and Marketing Concepts: Logo and label designs. Presentations Promotional Concepting

CLIENTS INCLUDE: Lorraine Bracco Wines, Tequila Brand (TBA - in progress)

01/08 - Present

Innovation Protocol | Los Angeles, CA

Position: **FREELANCE CREATIVE DIRECTOR**

Art Direction and Marketing Concepts: Brochures, web branding/repositioning, corporate collateral and medical brochures.

CLIENTS INCLUDE: PayPal, Bioness, Korn Ferry, Aptus Games

01/05 - Present

Schwartz-Olcott Imports (SOI Wines) | New York, NY

Position: **FREELANCE CREATIVE DIRECTOR**

Art Direction and Marketing Concepts: Logo and label designs. Ad designs. Point-of-Purchase. Presentations

CLIENTS INCLUDE: Oops Wines, Barking Sheep Wines

06/05 – 01/09

Brand Sense Partners | Los Angeles, CA

Position: **CREATIVE DIRECTOR / MANAGER, CREATIVE SERVICES**

Creative Direction: Responsible for brand extension strategy and development, product design (used as product inspiration for potential licensees of our managed brands), and creation of all presentations, brand packaging, style guides, logos and new identity systems. Projects include product design and inspiration, retail display renderings, presentation design, identity design & systems, collateral for both Brand Sense and our clients, market research, internet design, print management, product development, branding strategy, photography, pre-press and online distribution of brand assets.

CLIENTS INCLUDE: Marriott, CatCora, Jo Frost, MGM, Chuck Norris, Halle Berry, Sheryl Crow, EA Games, Thermos, Britney Spears, Dodge, Hamilton Beach/Proctor Silex, American Museum of Natural History

10/02 - 06/04

Harp Advertising and Interactive | Oak Brook, IL

Position: **CREATIVE DIRECTOR**

Creative Direction: Responsible for design and copy of all agency work. Lead client presentations, brand building sessions and managed (AE) about half of all projects from start to finish. Projects ranged from direct mail, to web site redesigns and builds, to presentation materials and collateral. About half of all work was for the internet (web sites, emails, SEO, and user interface design). Helped create several corporate web sites and an online survey system.

Additional responsibilities: pre-press production, hi-end photo retouching, and media planning and buying.

CLIENTS INCLUDE: illy cafe, Bekins, Cimco Telecommunications, Blyth Home Scents (Colonial at HOME), Allmetal Corporation, Mpower Group, Bekins, CapturePoint Payment Solutions

05/98 - 10/02

Charron, Schwartz & Partners Advertising | New York, NY

Position: **SENIOR ART DIRECTOR and PRODUCTION MANAGER**

Art Direction: Design of collateral pieces and art for print, outdoor and internet advertising, as well as VNRs.

Internet Designer: Design, layout and production of new web sites and associated graphics.

Sites included: pernod-us.com, Go4Less.com, 1France.com, Luxury4Less.com and videosourcenews.com

Additional responsibilities: print buying and coordination, production finalization, hi-end retouching, budgeting and estimating. I was also the final QC evaluator, making changes in ads and collateral as necessary - coordinating with the agency principles to deliver flawless work (kerning, image adjustments, color adjustments .. etc.). I learned and applied new internet technologies and advised as to internet marketing strategies - including site traffic analysis relative to marketing efforts and phone response hours for ecommerce and promotions.

CLIENTS INCLUDE: ABC News, WestPoint Stevens (Martex), Austin Nichols, Imperial Home Decor Group, Russ Berrie, Doral Hotels & Resorts, Meristar, www.Go4Less.com, www.1France.com, www.Luxury4Less.com

ALSO ...

05/97 - 05/98

Thebault DI / L.P. Thebault | Parsippany, NJ

Position: **SENIOR PRE-PRESS MANAGER**

05/94 - 05/97

Color Graphic Press | New York, NY

Position: **CATALOG ART DIRECTOR, PRE-PRESS MANAGER and HI-END PHOTO RETOUCHER**

05/93 - 05/94

InterActive Publishing Corporation | Spring Valley, NY

Position: **SALES, PACKAGING & INTERACTIVE ART DIRECTOR**

05/92 - 05/93

Dawning Technologies, Inc. | Fairport, NY

Position: **ART DIRECTOR & TECHNICAL WRITER**

09/90 - 05/92

RG&E GINNA Nuclear Station - Training Center East | Ontario, NY

Position: **ART DIRECTOR & TRAINING PUBLICATIONS MANAGER**

OVERVIEW OF SKILLS : : . . .

CREATIVE / ART DIRECTION

Twenty years of art and creative direction in the areas of publication, print advertising, display, architectural, typographical and multimedia design. My work is original, sometimes humorous, and always a thoughtful distillation of campaign objectives married with clever design and copy.

BRAND STRATEGY & EXTENSION

Determining brand attributes, strengths, weaknesses and untapped markets. Determining target demographics, market positioning and brand extension potential. Establishing brand consistency throughout all licensed extensions and campaigns with well-designed style guides and asset distribution.

CORPORATE IDENTITY

Ten years disseminating the reasons why identities either stick ... or don't. Original design incorporating color and elemental theory along with a well-honed appreciation of typography.

COPYWRITING

I am an experienced writer. My design process usually involves an integration of both visual and copy elements. I have provided successful headlines and taglines as well. My writing experience also encompasses the areas of journalism, technical writing, screenwriting, and poetry. I have also written for several multimedia projects.

PRODUCTION MANAGEMENT

Much of my production management has been for printing companies where I was able to follow digital work right through press approvals and assure color expectations and consistency. My printing exposure also gave me a broad understanding of printing methods, materials and overall capabilities which now, allow me, as a designer, to design with specific performance in mind ... and obtain it!

WEBSITE DESIGN / CODING

I have learned HTML inside and out, Flash, Dreamweaver, and Javascript - all self-taught. The sites I have designed and/or managed have included motion picture, community, travel, housewares, advertising, hospitality, and graphics industry-related.

PACKAGING

I have experience designing labels, predominantly for beverage but, also for a variety of other products from apparel and toys to packaged food and beverages.

PHOTO RETOUCHING

Having managed the pre-press department of a large New York City printing company, I learned to assess images digitally and make modifications to get great results on first output. This not only saves time but, money as well. Also, among my experience-based tools is my hands-on experience developing and printing my own photography. This gave me a better understanding of contrast, dodging and burning, color adjustments, and drawing out shape (detail).

SKILLS : : . . .

- + InDesign
- + Quark
- + Illustrator
- + Photoshop
- + Dreamweaver
- + PowerPoint
- + Coding (HTML)
- + Javascript + CSS (Cascading Style Sheets)
- + Budgeting, booking and supervising photo shoots
- + Negotiating and purchasing licensed photography
- + Media planning and price negotiating
- + Campaign materials distribution
- + Maintaining branding and style
- + Pre-press production (hands-on)
- + Digital photo retouching - very hi-end work.
- + Production estimating
- + Vendor and creative talent selection and coordination
- + Presentation production
- + Press approvals
- + Product, Stage and Set Photography

MAJOR CLIENT EXPERIENCE : : . . .

ALL Restaurant and Retail Brands (most are National brands)

Direct **Key Branding / Re-Imaging** involvement in RED

Dodge
STP (vintage branding)
MGM
SOI Wines [(oops) wines & Barking Sheep Wines]
Armor All
Atkins
Jameson Whiskey
Aberlour Whisky
Canei Wine
AvoSant / AvoProgres / AvoReves
Jacob's Creek Wine
Wyndham Estate Wine
Etchart Wine
Bulova
Armitron Watches
Sensis Corporation
Sheryl Crow / Bootheel Trading Co.
Britney Spears
Kingsford
Hamilton Beach/Proctor Silex
Halle Berry
Chuck Norris
RegalTex Corporation
Bioness
Korn Ferry
CatCora (the Iron Chef)
Smoke (Tony Stewart's Brand)
Club Decade
Loj (restaurant no longer in business)
Gothspace (in LIVE Beta now)

ABC News VideoSource
Manhattan Fruitier
Divinitea
Meristar Hotels & Resorts
Doral Resorts
American Museum of Natural History / OLogy
Elizabeth Arden (for soft goods lines)
Thermos
Electronic Arts (The Sims)
Cimco Communications
Upstate Ford Dealers Assoc.
Oster
Tegave Mexican Grill
Too Good (food brand concept for Jenny McCarthy)
Megeerian Rugs
Perrella Management
WestPoint Stevens / Martex
Russ Berrie
Zohreh Uomo (Manhattan)
MTV International
Dean & Deluca
Sebastian's
Bekins
illy cafe
ABC News
Allmetal Corporation
Canon / RegalTex
PayPal
Nanny Jo (retail brand name for The Super Nanny)
Lorraine Bracco Wines (in progress now)

MY WORK ONLINE : : . . .

www.adtactix.com/lizanne

www.adtactix.com

www.creativehotlist.com/l-webb

www.coroflot.com/lizgraphix