





LISA FOREMAN

SENIOR GRAPHIC DESIGNER

CONTACT

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ABOUT

I am a professional, highly driven and enthusiastic Graphic Designer, with just over 20 years' experience in this industry. My most recent work was for the Everyman Cinema Group, where I managed the end-to-end design life cycle of many projects that were required to support the opening of 15 new cinemas and associated events.

I have worked in both start-ups and large corporate companies, taking client requirements from conception through to production and delivery, as well as working within design agencies, creating corporate identity and branding for both large companies and independent businesses. I am used to working in a demanding environment and having to deliver work according to strict deadlines, being creative whilst understanding the client's specific needs.

As well as working in-house, I have built up my own successful freelance business; LisaF Designs, which focuses on event design, including weddings, conferences and family celebrations. I have a trusted and loyal client base and have built solid working relationships with both printers and suppliers.

SKILLS

TECHNICAL

Expert levels in Adobe Creative Suite:

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign

Advance level Microsoft Office package (Powerpoint, word, excel, outlook)

Intermediate Wordpress skills

Proficient in photography with an SLR camera

SKILLS

PROFESIONAL

Strong work ethic

Positive attitude

Good communication

Understanding client's needs

Resolving problematic issues

Eye for detail and flair for design

Flexible/Adaptable

Work well under pressure, adhering to deadlines

WORK EXPERIENCE

Senior Graphic Designer

2016 - Present | Everyman Cinema Group

Senior graphic designer responsible for various projects and events. Managed the projects from conception through to production including detailed budget requirements and liaising with printers and production teams

- Updating the website promo panels and banners with new films, events and partnership marketing
- Creating designs and artwork in all formats for print, web and social media
- Packaging design of snack pots and popcorn boxes, new menus and in-venue materials such as points of sale and screens.
- Planning and design for pop up events at King's Cross and The Grove as well as the Music & Film Festivals
- Design of elements for the Everyman App; marketing material for the App including video with Twigg. Design for App store and Apple music
- Invitations to events and Venue openings
- Membership and Gift membership designs
- Gift packages and promotional material for opening parties
- During my time at Everyman the company has grown from 18 venues to 37. My designs can be seen online and in all 37 venues.
- My role included engaging with multiple printers and promotional companies for pricing and managing projects and events through to completion.

Owner and creative muse

2014 - Currently | LisaF Designs

Creative consultant focussing on helping small businesses with their graphic design, marketing and social media needs. Bespoke and personal design.

- Logos and branding; Flyers, postcards, leaflets & corporate identities
- Restaurant menu design and online cooking courses
- Website design and set-up using wordpress, wix & squarespace
- Copy writing and advertorial; proof reading; putting out the word on social media.
- Cook book design for Michelin Star Chef Alan Murchison
- Re-branding for Jane Devonshire - Hassle Free Gluten Free Chef
- Invitation & stationery designs and print for large functions such as gala dinners, weddings, conferences, family celebrations and coming-of-age ceremonies.

EDUCATION

B.A. Degree History of Art & Psychology

University of Cape Town
1996-1998

Hirt & Carter

Graphic Design Diploma
1999

Goldsmiths University

Foundation course in Art
Therapy
2001-2002

EXTRA

VOLUNTEER MENTORING

ORT Jump programme
2019 - 2020

INTERESTS

Family

Film & Books

Photography

Sport (Running & Tennis)

Painting

REFERENCES

All available on request

Portfolio available on request

WORK EXPERIENCE CONTINUED

Marketing & Graphics Executive

2012 - 2016 | Jai Kudo Eyewear (Frames & lens distributor)

Designer of catalogues and promotional and marketing material for Jai Kudo Eyewear. Maintaining social media updates on facebook, twitter and instagram

- Design and artwork all catalogues, leaflets, flyers, posters, POS and various marketing material
- Write the monthly newsletter and create an online newsletter that is emailed out. Manage the monthly subscriptions
- Write, and update all social media pages: Twitter, facebook
- Create banners for the website and manage the reward scheme
- Write reports of sales figures based on monthly lens sales, raise invoices, manage and update monthly sales spreadsheets.
- Liaise with various opticians over any personalised marketing or POS needs.

Freelance work in Design and Production

2006 - 2012 | Eye for travel, Pru Health, CB Richard Ellis, News International, british Safety Council, D'Alton Paris

Design, artwork and production of catalogues, direct mail, leaflets and magazine and newspaper layouts, year end reports, brand identities and brochures. (For companies listed above). Projects seen through from concept to print and proofing.

Design & Production Manager

2003 - 2006 | Gmckenzie & Co (Silver and fashion jewellery wholesaler)

- Started up the in-house design department at Gmckenzie.
- I produced a main catalogue for each of the 4 branded jewellery ranges bi-annually as well as quarterly supplements which would be printed every year. (Seven London, Cosmopolitan Bejewelled, White Ice & Silver Accent)
- My role included the following: conceptual design, organising and art directing photography, liaising with various photographers and printers, layout, preparation for print, paper selections, production and press passing as well as budget and cost management for the department.
- Design for advertising and promotional material and point of sales units for each brand.
- Management of exhibition stands for the biannual shows in Earls court and Birmingham NEC

Graphic designer and production assistant

2001 - 2002 | Wylie Design (Design and advertising agency)

- Design of templates and layouts for travel brochures and leaflets. eg: P&O Ferries, A&K travel & Cosmos
- Artworking existing artwork.
- Project and studio management for team of 3
- Cost management and client co-ordination.

Graphic Designer

2000-2001 | SILVER FISH (Design agency and publishing house)

- Design and layout of 3 monthly magazines with a one week turn-around from cover to cover of each.
- Average pagination 50 pages.
- Scanning and retouching, picture sourcing, leaflet designs and corporate identities, typesetting of books and cover designs, designing of adverts, corporate branding
- Preparing jobs for print, up to and including the final stage of PDF dispatch.