

## SENIOR GRAPHIC DESIGNER

An established graphic designer with proven experience driving performance improvements across corporate branding, identity management, user interaction and product optimization. Leverage a broad skill set that integrates business and creative design, including having delivered results in both startup and large corporate environments.

### CORE COMPETENCIES

- Graphic Design and Creativity
- Blending Creativity and Business
- Cross-Functional Collaboration
- Concept Strategy and Launch
- Internal and External Stakeholders
- Vendor Management / Selection

## PROFESSIONAL EXPERIENCE

### LISA NOONAN CREATIVE | Senior Graphic Designer / Owner

**2002 – Present**

*Work directly with clients to create, manage and maintain internal and external marketing collateral, branding, logo and icon design, illustrations, presentations, events properties, app/website/GUI design, direct mail, advertising, packaging, and creative project management.*

- Deliver creative and unique designs, consistently exceeding client requests for quality and within agreed upon timelines.
- Wrote and published multiple corporate branding styleguides while working with client companies as a Senior Graphic Designer specializing in brand development and maintenance.

### JUNIPER NETWORKS | Senior Graphic Designer

**2005 – 2012**

*Effectively supported the organization's creative needs, including consistently exceeding objectives for application design, ePub, brand management, industrial design, product branding and guiding corporate identity.*

- Successfully designed the graphical UI of the company's 1-on-1 app, spotlighting the flagship product line, as well as other company content in a one-stop-app for iOS and Android devices.
- Played a key role in the creation of events properties that encompassed signage design, show guide print ad layout and animated online banner ads for public-facing events.
- Developed and executed an interactive growth and career plan e-book for Human Resources, as well as various ePub formats for technical manuals.
- Provided in-depth branding review on CAD drawings, as well as ensuring designs operated in alignment with all guidelines for consistent branding.
- Consulted and advised internal clients and global vendors on the development of collateral and multimedia projects daily to preserve corporate branding.
- Designed a 15-second animated Juniper Careers ad for production at San Francisco ballpark within just three days.
- Collaborated with internal and external stakeholders, including multiple divisions and outside branding firms, to ensure creative development operated across all functions.
- Collaborated cross-functionally with Manufacturing and NPI teams to ensure a new product chassis branding was within all corporate guidelines and expectation.

### PROCKET NETWORKS | Graphics Manager

**2001 – 2002**

*Responsible for managing design of a new company logo & corporate identity with usage guidelines for internal and external users.*

- Developed templates and created sales presentations, marketing materials, technical publication manual covers and product installation posters, including all web graphics and animation.
- Successfully transitioned from an internal resource to an external vendor, continuing support of branding and collateral development initiatives.

**COSINE COMMUNICATIONS, INC.** | Graphics Manager

2000 – 2001

*Directed internal and external resources through the design, production, printing, warehousing and fulfillment of sales and marketing print and online collateral. Drove the development of the company's corporate identity and logo usage guidelines to achieve clear, quality reproduction.*

- Led the graphics program working with internal and external stakeholders to produce trade show signage, software GUI icons, Intranet and website design, as well as various product identities.
- Supervised the photography of products and executive photos, as well as videotaping corporate presentations for CD distribution to the sales team.
- Collaborated with the CFO and IPO team to develop graphic illustrations for the annual report, including preparing presentations and providing graphic support.
- Simplified a very complex logo developed by an internal engineer into a clean, easily readable color logo implemented across all collateral.

**ASCEND COMMUNICATIONS, INC.** | Product Launch Manager

1996 – 1998

*Played a key role in supporting marketing efforts in order to successfully introduce new products to market, as well as coordinating product managers and the internal creative launch team.*

- Personally developed and managed timelines and launch materials to completion to ensure on schedule product launch.
- Developed and produced a unique tool that aided product launch and marketing teams throughout the launch planning process.

Production Supervisor | Graphic Designer

*Produced corporate launch and sales support materials, as well as software packaging, RFPs, training manuals and field CDs.*

- Prepared all files for print with regard to production, trapping and color specifications through the detailed review of match prints and bluelines.
- Maintained the project archive and routinely monitored projects produced internally to ensure a consistent look and feel.

**AMERICAN CANCER SOCIETY** | Graphic Designer and Volunteer

1996 – 2000

*Leveraged design skills for creative projects as a short-term contract employee, as well as volunteering time and skills for multiple fundraising events that included participation in "Courageous Kids" and the 24-hour "Festival of Light" during and after employment.*

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## EDUCATION

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**Web Design Certificate Program**, UC Santa Cruz, Cupertino  
**Creative Concepts in Graphic Design**, UC Berkley, SF Extension  
**Networking Essentials**, UC Berkley, Fremont Extension  
**Graphic Design**, New England School of Art & Design  
**Computer Literacy**, Harvard Graduate School, Evening Division

Member, Lynda.com: Ongoing training in software, design processes and concepts.  
 Delivered and participated in multiple seminars and continuing education events.  
 Proficient in Adobe Creative Cloud and MS Office on both Mac and Windows platforms.