

# LISA HASTINGS

GRAPHIC  
DESIGNER



lhdesign.co  
lhastings.design@gmail.com

## SUMMARY

Dynamic and versatile designer who loves taking on challenges and creating unique, effective solutions.

Experienced in brand and identity design and development, marketing creative, digital ads, social media assets, long + short form docs, animation, infographics, swag, print and more.

I've worked with diverse clients in industries including nonprofit, global fintech, SaaS, quantum software, apparel, CPG, and small businesses.

## SKILLS

- Branding + identity
- Ideation + brainstorming
- Problem solving
- Print + digital design
- Animation
- Illustration
- Typography
- Information design
- Marketing + communications
- Adobe Creative Suite: Illustrator, Photoshop, InDesign, After Effects
- Microsoft Office Suite: Word, Powerpoint, Excel
- Google Suite
- Basic HTML + CSS
- Basic Figma + Sketch
- Editing + copywriting
- Painting, drawing, photography, mixed media

## EDUCATION

BFA, Graphic Design Keene State C.  
MA, Women's Studies San Diego State U.  
BA, Sociology/Gender Studies Stonehill C.

## EXPERIENCE

### Graphic Designer: Tanenbaum (Contract, 2020 – Present)

Lead designer responsible for concepting, designing, and managing internal and external print and digital materials for a global nonprofit organization dedicated to combatting prejudice.

### Graphic Designer: The Phluid Project (Contract, 2023 – Present)

Designer responsible for concepting, designing, and mocking-up compelling graphics for a global gender-free fashion company and LGBTQIA+ philanthropic organization.

### Graphic Designer: HR for Health (Contract, 2022 – Present)

Designer responsible for concepting and designing digital, print, and brand collateral to support the Marketing and Events team of a leading HR SaaS company.

### Graphic Designer: Provenir (Contract, 2019 – 2023)

Responsible for the concepting, design and development of omni-channel marketing and product deliverables for a cutting-edge B2B global fintech company.

- Designed and developed a wide range of deliverables to support marketing goals, including paid, social, display, email, product datasheets, presentations, eBooks, website elements, marketing collateral, and promotional banners.
- Collaborated with stakeholders across a spectrum of interactive and integrated marketing programs.
- Generated on-brand, unique creative campaign concepts that drove the brand forward.
- Instrumental in the concepting and implementing of company branding and rebranding campaigns.
- Adapted, expanded, and implemented company brand identity system and brand guidelines that supported ongoing growth and marketing initiatives.

### Graphic Designer: Zapata Computing (Contract, 2022)

Responsible for special project design and brand work for a global quantum computing software company.

### Graphic Designer: Caffeinated Design Studio (2020 – 2021)

Responsible for concepting and designing print and digital materials for clients with a focus on brand/identity design.

### Jr. Graphic Designer: Nature & Nurture Creative (2017 – 2019)

Responsible for the diverse design needs of a robust design agency specializing in CPG, restaurant, and lifestyle brands.

### Freelance Graphic Designer: (2016 – Present)

Ongoing design work collaborating with diverse clientele on a wide range of projects—you name it, I do it!