



Lisa Speer

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Experience

SME, Inc. 11/06 – Present
Senior Art Director, Brand Development

Assist Chief Creative Officer in leading and managing the creative effort for all brand communication assignments – print, collateral, sales and partnership tools, brand graphic guidelines, web, e-mail marketing, premium projects, etc. Present work to client. Co-manage and direct design and production team. Liaise with senior art director for brand identity. Collaborate with and direct outside creative resources and vendors. Manage on-press printing.

Clients: Boundless Yachts, Dolphin Stadium, HSBC Credit Center, Kentucky Derby, Major League Soccer, University of Louisville, Yankee Stadium

Self Employed 11/04 – 10/06
Creative Director, Graphic Designer

Led creative projects from conception through production – logo, identity, print, advertising, and web. Presented work to client. Directed outside creative resources. Managed on-press printing.

Clients: Arbore Design, In the Company of Women, MusicNet, Nancy Falconi Photography, Redstone Title & Abstract, Togashi Studio, Twistology

Foot Cone & Belding 11/00 – 10/04
Senior Art Director

Created new campaigns. Continued existing campaigns. Directed photoshoots, television shoots, web design, retouching and production.

Clients: AT&T Wireless, Eucerin, Kraft, Nivea for Men, Samsung

MVBMS/Euro RSCG 08/98 – 10/00
Art Director

Created new campaigns. Continued existing campaigns. Directed photoshoots, television shoots, web design, retouching and production.

Clients: JPMorgan, New Balance, Volvo

Additional Leadership Experience

Spark – Steering Committee
Contributed to vision of organization. Co-led the Events Planning Committee. Created 12 unique events each year. Moderated discussion groups.

Burning Man – Leadership Team
Coordinated the organization, transportation of supplies, fundraising, communication, and environmental responsibilities for a camp of 150 people attending the Burning Man arts festival.

“Benefit with Books” Fundraiser
Created new fundraiser for the patient library at NYU Medical Center. Raised money through an auction of both original artwork inspired by a favorite book and autographed photographers’ books. Collected and donated 400 books.

Awards

Logo Lounge Volume III Winner

PDN Photo Annual Web Winner

Best TV Spots of the Year, Adweek

Best Direct Marketing Web Site,
@d.tech

Education

Tyler School of Art, Temple University
Philadelphia, PA
MFA, Visual and Graphic Design

University of Tennessee
Chattanooga, TN
BFA, Graphic Design