

Lisa Maxwell • Creative Director • Art Direction • Web & Graphic Design

Cel: 914 804-3973 website: www.lisamax.com e-mail: lisa@lisamax.com



Personal:

Presently:

Freelance Advertising Creative Director, Graphic Designer and Web Designer

Graphics Applications Instructor, Westchester Community College, White Plains, NY

Graphics Applications and Advertising Instructor, SUNY Purchase, NY

Previously:

Web and Graphics Applications instructor, Fashion Institute of Technology, New York City

BFA Parsons School of Design, Communication Design

Member Screen Actors Guild, AFTRA.

Winner, 3 Effies

Background:

Lisa began studying art at the age of 8, taking drawing and painting classes, then transitioned to graphic design in High School. In her senior year, she apprenticed with a silk-screen artist in Boston, then went on to school in Florence, Italy for her freshman year of college. From there she went to Parsons School of Design in New York, graduating with a BFA in Communication Design. Upon graduating, she began working in the advertising business as an assistant art director for Young & Rubicam. She was promoted to Art Director in less than 2 years. After 4 years at Y&R she went to Backer & Spielvogel, where she worked primarily on television accounts. After 9 years she went on to McCann Erikson as a VP Creative Supervisor, to work on Coca Cola and L'Oreal cosmetics. After the birth of her son, over the next several years she pursued freelance work, on a broad range of both advertising and design related projects, all in NYC. In 1998, she went on staff at Euro RSCG as an Associate Creative Director.

In 2000, she moved to Westchester County with her husband and son, resumed freelancing and began teaching.

In her career Lisa has worked on virtually every type of product, producing everything from million dollar television and print ad campaigns, to small not-for profit print projects. She has introduced many products, revamped many old ones, helped save accounts and done countless new business pitches. Over the last ten years she has done an extensive amount of work in the area of prescription drug DTC and OTC advertising. She is at expert level in both Adobe InDesign and QuarkXpress.

Due to the scope and breadth of her experience in advertising, graphic design, web design, and as an instructor Lisa offers a unique combination of sensibilities and skills both creatively and technically.

Recommendations furnished upon request.