

LISA HASTINGS GRAPHIC DESIGNER

Dynamic remote creative who excels at using design as an innovative, effective tool for driving growth and change. Versatile, diverse industry expertise. Enthusiasm that won't quit. Skilled at creating fresh, vibrant, and compelling work that cuts through the noise and drives brands and ideas forward.

EXPERIENCE

Graphic Designer: Tanenbaum (2020–Present)

Global nonprofit promoting justice by transforming individuals and institutions to reduce prejudice, hatred, and violence.

- Conceptualizes digital and print design solutions across the Communications, Development, and Programmatic teams.
- Translates complex concepts into clear, insightful, and visually-engaging creative in the form of publications, presentations, invites, postcards, social media creative, emails, branding and logo design, and event assets.
- Collaborates with team members to deliver innovative, effective, and timely marketing materials while maintaining and evolving brand guidelines and asset libraries to ensure consistency across all platforms.

Graphic Designer: HR for Health (2022–2023)

Human resources SaaS company built for medical and dental practices.

- Designed digital and print collateral across Marketing & Events teams.
- Collaborated with team to produce creative for social campaigns, logos, ads, and event collateral while managing shifting priorities under tight deadlines.

Graphic Designer: Provenir (2019–2023)

Award-winning B2B SaaS Fintech platform for credit risk, fraud, and compliance.

- Created and implemented fresh, strategic, effective design solutions by translating complex information into compelling visuals including eBooks, socials, animations, presentation decks, and ads in a fast-paced environment.
- Conceptualized and implemented brand campaigns while adapting and expanding brand guidelines to support growth.

Graphic Designer: Caffeinated Design Studio (2020–2021)

Design studio specializing in print and digital design for small businesses.

- Designed and produced digital and print assets for clients with a focus on brand and identity.
- Collaborated with team members throughout the design and production process to ensure overall efficiency and client success.

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

Robust design agency specializing in CPG, restaurant, and lifestyle brands.

- Managed complex design projects under tight deadlines, including identity creation, branding, CPG packaging, digital advertising, social, website, and environmental graphics, window and vehicle wraps, and print production.
- Effectively communicated with clients, coordinated with vendors, collaborated with team members, and mentored interns.

SKILLS

Creative Problem Solving
Branding & Identity Design
Innovative Ideation
Typography
Color Theory
Information Design
Marketing Design
Visual Storytelling
Illustration
Animation
Digital & Print Production
Project Management
Client Coordination
Team Collaboration
Marketing
Communications
Editing & Copywriting
Painting & Drawing
Mixed Media & Collage

SOFTWARE:

Adobe Creative Suite
Google Suite
Microsoft Office Suite
Asana & Slack
Basic HTML & CSS
Basic Figma & Sketch

DEGREES

BFA, Graphic Design
Keene State C.

BA, Sociology & Gender
Stonehill College

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