

LISA HASTINGS

GRAPHIC DESIGNER

I utilize design as a dynamic tool for positive change by creating vibrant, fresh, and compelling work that cuts through the noise and drives brands and ideas forward.

EXPERIENCE

Graphic Designer: Tanenbaum (Contract, 2020–Present)

Responsible for conceiving and designing internal and external print and digital materials for the Communications/Marketing team of a global nonprofit peacebuilding organization.

Graphic Designer: The Phluid Project (Contract, 2023)

Responsible for conceiving and designing graphics for a gender-free fashion company/LGBTQ+ charity organization.

Graphic Designer: HR for Health (Contract, 2022–2023)

Responsible for conceiving and designing digital and print collateral for the Marketing & Events team of a leading HR SaaS company.

Graphic Designer: Provenir (Contract, 2019–2023)

Responsible for conceiving and designing omni-channel marketing and product deliverables for a cutting-edge B2B global fintech company.

- Collaborated with stakeholders across a spectrum of interactive and integrated marketing programs to support marketing goals.
- Generated and implemented on-brand, unique creative digital campaign concepts that drove the brand forward.
- Aided in the conceiving and implementing of company branding campaigns and adapted/expanded brand identity system and brand guidelines to support ongoing growth.

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 conceiving 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 Designer (2016–Present)

Design work for diverse clientele on a wide range of projects.

SKILLS

Branding & Identity
Innovative Ideation
Creative Problem Solving
Typography
Illustration
Color Theory
Information Design
Animation
Project Management
Client Management
Team Collaboration
Marketing
Communications
Editing & Copywriting
Painting & Drawing
Mixed Media & Collage
Software:

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

DEGREES

BFA, Graphic Design
Keene State C.

MA, Women's Studies
San Diego State U.

BA, Sociology & Gender
Stonehill College