

# LISA HASTINGS

GRAPHIC  
DESIGNER



lhdesign.co

lhastings.design@gmail.com

## SUMMARY

**Dynamic + versatile designer who excels at taking on challenges + creating unique, effective solutions.**

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

I work with diverse clients in industries including nonprofit, fintech, SaaS, B2B, CPG, apparel, 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 conceiving, 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)

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

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

Designer responsible for conceiving 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 conceiving, 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 conceiving 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 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 Graphic Designer: (2016 – Present)

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