

Lisa Dempsey | Design & Development

lisa@lisadempsey.com 718 857 3820 138 Berkeley Place, Brooklyn NY 11217

Online Portfolio: <http://lisadempsey.com>

Programs & Skills: Photoshop, Dreamweaver, HTML, Flash, SEO, CSS, CMS, ColdFusion, PHP, Fireworks, Illustrator, Premiere, InDesign, Quark, Access, MSSQL, MYSQL, Excel, Word, Muse, Powerpoint, Moodle, WordPress, Drupal

lisadempsey.com

June 2002 - Present

Design and develop interactive media for creative, educational, non-profit, retail and financial clients.

Create dynamic sites for information collection and ecommerce utilizing databases.

Target and design marketing communications for web, email and print.

Clients Include: University of San Diego Teachers Network Santa Fe Humane Society
Kweli Journal Learning Lenses Cassford Management
Karen Lee Group Solar Up Poly Prep Country Day School
Quetzall Group Parent Project MD DSUSA

Grey Healthcare Advertising, New York

October 2000 – May 2002

Web Producer and Production Artist

Established an interactive department.

Initiated acquisition of new accounts via interactive prototypes.

Web design and programming - including a nominee for Pharmaceutical Website of the Year.

lisadempsey.com

June 2000 – October 2000

Design, production and programming of interactive multimedia.

Graphic design and print production.

Clients include: The Coastal Group Reuters William B. May
Netphysician.net Stark Advertising

Chase Securities Inc., New York

August 1995 – June 2000

Graphic Designer

Developed visual strategies to maximize audience awareness.

Designed brand identity for Chase Research communication materials.

Oversaw complete production process from design through to press and distribution.

Freelance Graphic Design, New York

November 1993 – September 1998

Clients include: Bertelsmann Music Group Jordan McGrath News America
Guy Carpenter MasterCard Pfizer Pharmaceuticals
Intelex Marsh & McLennan Price Waterhouse
Iroindale Theatre NYNEX U.S. Trust

Creative Media Solutions, New York

March 1993 – February 1994

Marketing Assistant

Marketed publications by identifying target audiences, creating databases and positioning of communications.

Salit & Moriber Advertising, New York

January 1992 – January 1993

Advertising Assistant

Art direction and copywriting

Duggal Color Projects, New York

November 1990 – January 1992

Assistant to the President

Produced press kit and other promotional materials

Wrote targeted advertorials to attract specialized audiences

EDUCATION

School of Visual Arts, New York

Continuing Education: Art Direction, Copywriting, Macromedia Director

University of Pennsylvania, Wharton School of Business, Philadelphia

Continuing Education: Marketing, Advertising, and Psychology

University of the Arts, Philadelphia

1988 BFA Photography with Honors