Lisa Yue

Creative Designer

Branding | Logo Design | Digital Design | Package Design | Print Design | Experiential Design

💼 Experience

Senior Art Director | Terravate Beauty
2016 - 2018

Developed new package design systems, printed collateral, and social media content for NXN Beauty skin care and Pura d'or hair care.

Freelance Experiential Art Director | Pinnacle Exhibits
2018

Designed environmental graphics, websites, digital assets, and presentation materials for 2K Games.

Freelance Experiential Art Director | AMCI Global
2016 - 2017

Designed environmental graphics, websites, digital assets, and presentation materials. Clients include: Mazda, Volkswagen, and Toyota.

Freelance Sr. Graphic Designer | Kern & Crop
2015 - 2017

Designed environmental graphics, Keynote presentations, information graphics, and printed collateral. Clients include: Toyota, Scion, Kia, Lincoln, and Kaplan University.

Freelance Experiential Art Director | Derse
2016

Designed environmental graphics, websites, digital assets, and presentation materials. Clients include: Kia and Divergent 3D.

Branding Designer | Belkin
2015

Developed a limited package line exclusively sold at Apple Stores worldwide.

Creative Director | Coola Suncare
2009 - 2014

Directed and designed creative materials for COOLA Suncare including package design, print, digital media, and branding.

Partner / Creative Director | 417 CreatiStudios
2012 - Present

Currently working and pursuing various freelance, contract, philanthropic, and personal projects.

Graphic Design Instructor | Art Center College of Design
2009 - 2010

Instructed students on graphic design fundamentals including ideation, typography, package design, digital media, and brand building.

Freelance Art Director | Idealogy
2009

Rebranded creative materials for Bank of Hawaii including environmental graphics, website, and printed collateral.

🎓 Education

Art Center College of Design
Bachelor of Fine Arts Degree with an emphasis in Graphic Design
2004 - 2007

🛠 Design & Software Skills

Branding
Package Design
Typography
Print Production
Web/Digital Design
Logo Design
Photography
HTML/CSS

Adobe Creative Suite CC:
    Illustrator
    Photoshop
    InDesign
    Dreamweaver
    Flash
Keynote
Microsoft Office
Webflow

👍 Personal Likes

Rock Climbing
Traveling
Cooking
Swimming
Hiking
Vintage Restoration
Painting
Snorkeling