

Senior Graphic Designer with demonstrated success communicating organizations' messages through publications, websites, and meeting collateral. Experienced manager of all aspects of the design and production of magazines and journals: art direction, page layout, illustration, and printing. Designer and builder of content management system websites. Creator of beautiful imagery and functional code.

EXPERIENCE

Freelance Graphic Designer..... **2014-present**

RECENT PROJECTS

- Designed the invitation package for an event which raised \$40,000 for the Audubon Naturalist Society.
- Redesigned the Drupal content management system website www.aaiforesight.com and created its new theme files.
- Created the wordmark and HTML template for the email newsletter *Foresight Signals*, which now has a click rate that is more than double the average for consulting industry newsletters.

Art Director, World Future Society, Bethesda, MD **1989-2014**

The World Future Society is a nonprofit association of people interested in how social and technological developments are shaping the future. Since 1966, WFS has delivered ideas about the future through conferences and publications such as *The Futurist* magazine and the scholarly journal *World Future Review*.

ACCOMPLISHMENTS

- Designed the Drupal website. Implemented the design of the website by setting up a local development environment (the Apache web server, MySQL, and PHP), installing Drupal, and customizing the CSS and PHP files of a Drupal theme.
- Created *The Futurist* magazine section of www.wfs.org. Used the Drupal modules Views and Taxonomy to display categorized content on the home page of the section and the home page of each issue.
- Researched and tested constituent relationship management software. Recommended CiviCRM, an open source web-based application which was a cost-effective way to administer our membership database. Through the improved website, people could more easily join the association, renew their memberships, and register for conferences.
- Art directed, designed, illustrated, and produced print and digital publications. Produced 154 issues of *The Futurist* magazine.
- Designed the logos, programs, print and digital advertisements, and books for conferences.

Lisa Mathias



Print and Web Design }

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- Photographed the 2014 conference. Shot 1500 photos, wrote captions for them, and organized them in an archive so they could be used to promote future conferences.
- Created HTML email newsletters.
- Promoted from Production Manager in 2002.

SKILLS AND KNOWLEDGE

- Adobe Creative Suite applications: InDesign, Photoshop, Illustrator, Acrobat, and Dreamweaver
- Web design and development: HTML5, CSS, Sass, JavaScript, responsive web design, and Drupal theming
- Drush for administration of Drupal websites
- Email design: HTML for email; the MailChimp platform and template language
- Microsoft Office
- Mac OS applications: Pages, Keynote, Numbers
- Photography

EDUCATION

- B.F.A., Graphic Communications and Illustration, Washington University in St. Louis, College of Art
- Continuing Education Courses in Painting and Drawing, Corcoran College of Art and Design

PROFESSIONAL AFFILIATIONS

- AIGA: The Professional Association for Design
- Montgomery Art Association
- Organizer of the Plein Air Painters Meetup Group