

# Lisa L. Sims

Dallas, TX 75241

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## OBJECTIVE

Passionate and innovative graphic and web designer with 16 years of experience crafting visually striking websites, brand identities, and marketing materials. Eager to bring a bold creative vision and cutting-edge design expertise to a forward-thinking team, driving impactful digital experiences. Proficient in transforming complex ideas into compelling visual narratives, I am ready to elevate brand storytelling and enhance user engagement while pushing the boundaries of design and functionality in the digital landscape.

## TECHNICAL PROFICIENCY

Adobe Creative Suite	Photoshop, Illustrator, InDesign, Premier Pro and Acrobat Pro
Microsoft Office Suite 365	Word, Excel, PowerPoint, SharePoint and Outlook
Other Applications	Google Suite, Social Media Mgmt., Zoom, Asana, WordPress, Canva

## CAREER HIGHLIGHTS

**PASSIONATE 2 DESIGN** - Dallas, TX

*Freelance Graphic / Web Designer* ■ 2006 - Present

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- Develop custom graphic and web design solutions for clients across various industries, including but not limited to e-commerce, technology, non-profits, real estate, travel and education.
- Collaborate closely with clients to understand their brand identity, target audience, and project objectives, ensuring alignment with their strategic goals.
- Create visually appealing, user-friendly and responsive websites, incorporating best practices in UI/UX design to enhance the overall user experience and drive conversions.
- Design engaging marketing collateral, including brochures, flyers, banners, and social media graphics, to support clients' promotional campaigns and increase brand visibility.
- Utilize Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier Pro) and other design tools to produce high-quality deliverables that met or exceeded client expectations.
- Managed multiple projects simultaneously, adhering to strict deadlines and budget constraints while maintaining a high standard of quality and attention to detail.

**AUSTIN COMMERCIAL, LP** - Dallas, TX

*Media and Training Coordinator (Austin Commercial)* ■ 2024 - Present

*Executive Administrative Assistant Finance (Austin Commercial)* ■ 2017 - 2024

*Executive Administrative Assistant Finance (Austin Industries)* ■ 2016 - 2017

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- Develop and maintain multimedia training content, including instructional videos, online modules, PowerPoint presentations and digital resources for employee development programs.
- Edit internal and external training videos, optimizing content for clarity and engagement. Upload videos to the VidGrid platform ensuring seamless access to training materials for staff at all organizational levels.
- Collaborate with the Leadership and Development Department to streamline content distribution via platforms such as AustinU and the ALCP Training News website.
- Coordinate logistics and scheduling for workshops, certifications, and compliance training programs.
- Track and report on employee training progress, ensuring alignment with company goals for skills enhancement and compliance.
- Assist in designing and updating training materials to meet the evolving needs of the construction industry and company-specific projects.

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## GILBANE BUILDING COMPANY – Chicago, IL

*Business Development Support Assistant* ▪ 2014 - 2015

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- Responsible for providing a wide range of sales, marketing and communication support for departmental needs, while also supporting administrative needs to the Vice President of Business Development and senior level executives.
- Assisted in the preparation of pre-qualifications, requests for qualifications, PowerPoint presentations, sales support packages and on-line client registration submittals.
- Supported the production of the Midwest marketing initiatives, including e-mail campaigns, social media posts, direct mail campaigns, press releases, award submissions, and publication surveys.
- Assisted in the planning and logistics for marketing activities such as client functions, trade shows and other activities.
- Submitted expense reports for project executives, scheduled meetings with vendors and maintained calendar.
- Coordinated and planned meetings for management as needed. Scheduled appointments for staff as appropriate.
- Provided support to team including preparing check requests, maintaining receipts, reconciling credit card statements and preparing expense reports and other administrative tasks as needed.

## FRIEND FAMILY HEALTH CENTER, INC. – Chicago, IL

*Grants/Special Projects Coordinator* ▪ 2012 - 2014

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- Conducted extensive research to identify funding opportunities and new programs to match FFHC priorities using various research tools.
- Prepared graphs and charts; designed and implemented systems and forms for operational use; prepared a variety of studies, reports, and related information for decision making purposes.
- Updated and maintained DOO's calendar and assisted managers with special projects as needed, including planning and coordinating business development events and holiday parties.
- Designed marketing/promotional materials (websites, posters, display signs, brochures, flyers, etc.) across the organization for instructional or marketing uses.

## COLDWELL BANKER RESIDENTIAL BROKERAGE – Chicago, IL

*Marketing Assistant* ▪ 2006 - 2012

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- Rendered assistance to the managing broker and 100 real estate agents by inputting and maintaining real estate listings in the Multiple Listing Service.
- Utilized Coldwell Banker's comprehensive marketing resources in providing training to new agents.
- Coordinated in the development of manuals, presentations, and workshop training sessions to support the agent.
- Wrote correspondence; proofed and edited press releases and other documents to ensure accuracy and consistency.

## EDUCATION

### BACHELOR OF ARTS IN GRAPHIC AND MULTIMEDIA DESIGN

DeVry University ▪ Tinley Park, IL: Completed 67% of credit hours towards Bachelor of Science, Multimedia Design and Development, Related Coursework: Advanced Imaging, Visual Design Fundamentals, and Web Design

### ASSOCIATE OF APPLIED SCIENCE IN GRAPHIC DESIGN AND MULTIMEDIA, GPA: 3.8

Westwood College ▪ Calumet City, IL: Graduated August 2008