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*Lisa Dion*

Art Director | Sr. Graphic Designer

# DESIGN PORTFOLIO



# Art Director | Sr. Graphic Designer

As a seasoned, award-winning hybrid Art Director and Senior Graphic Designer, I am deeply passionate about the transformative power of design and its ability to elevate brands and captivate audiences. With over a decade of experience as an Art Director and Graphic Designer, I have dedicated myself to crafting high-quality visual solutions that leave a lasting impact.

I've collaborated with diverse brands and agencies, conceptualizing and delivering comprehensive design solutions for 360-degree marketing campaigns, products, websites, and social media. My commitment to excellence goes beyond aesthetics; it extends to understanding the core essence of a brand and translating it into compelling visual narratives.

I am dedicated to pushing the boundaries of design, embracing innovation, and fostering collaborative partnerships. My journey is a testament to the belief that design is not just about creating visuals; it's about crafting experiences that resonate and leave a lasting impression.







## 01 BRANDING

Brand Standards & Visual Style Guides  
Concept Creation  
Collateral Design  
Logo Design  
Merchandise & Apparel Design

## 02 PRINT DESIGN

Ad Creative  
Annual Reports & Booklets  
Brochures & Flyers  
Business Cards & Letterhead  
Catalogs  
Collateral Design  
Packaging Design  
Publications & Magazine Layouts

## 03 DIGITAL DESIGN

Banner Ad Creative  
eBook & Digital Report Design  
Email Design  
Retail & eCommerce  
Social Media Creative  
Web Design, Wireframes & Prototypes

## 04 EVENT MARKETING

Collateral Design  
Event Branding  
Experiential Design  
Media Kits  
Interactive Multimedia & Presentations  
Trade Show Booth Design



### CORVETTE STINGRAY PRESS KIT

AGENCY: Premier Communications Group

ROLE: Art Director

TOOLS: Photoshop, Illustrator, InDesign





BEAUTE DE MAMAN

CLIENT: Beaute de Maman

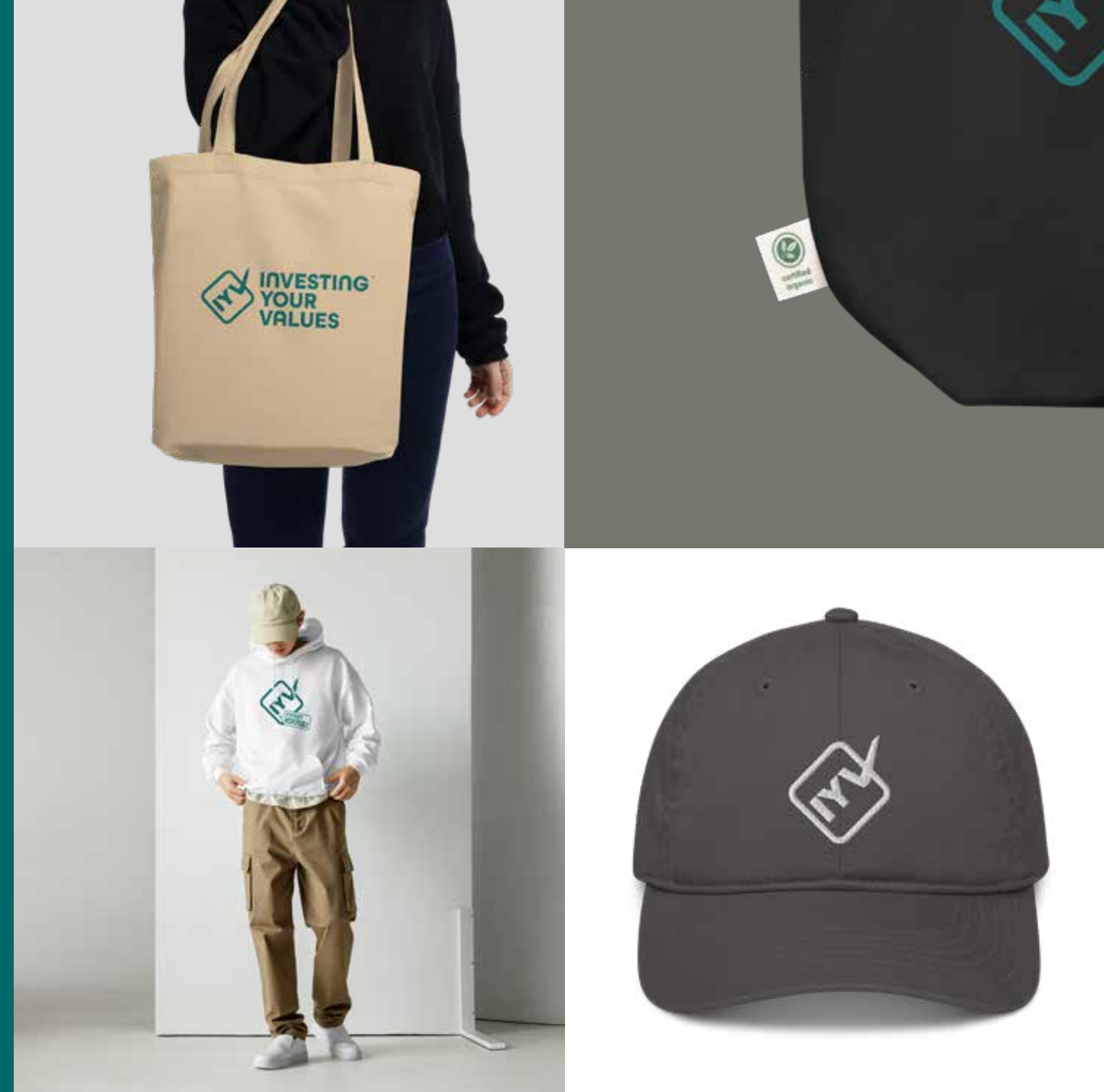
ROLE: Art Director, Sr. Graphic Designer

TOOLS: Illustrator, Photoshop, InDesign



01  
BRANDING



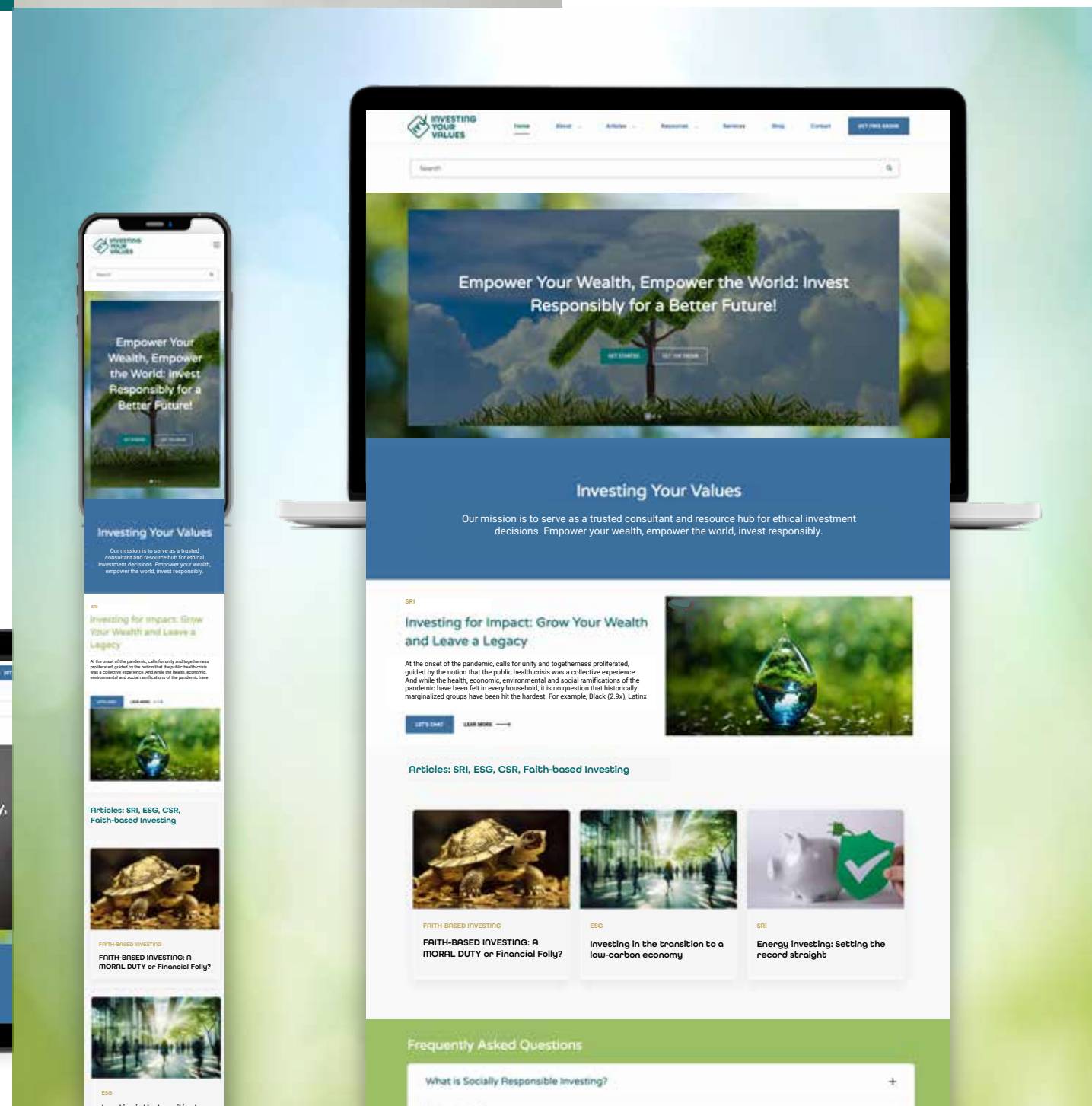
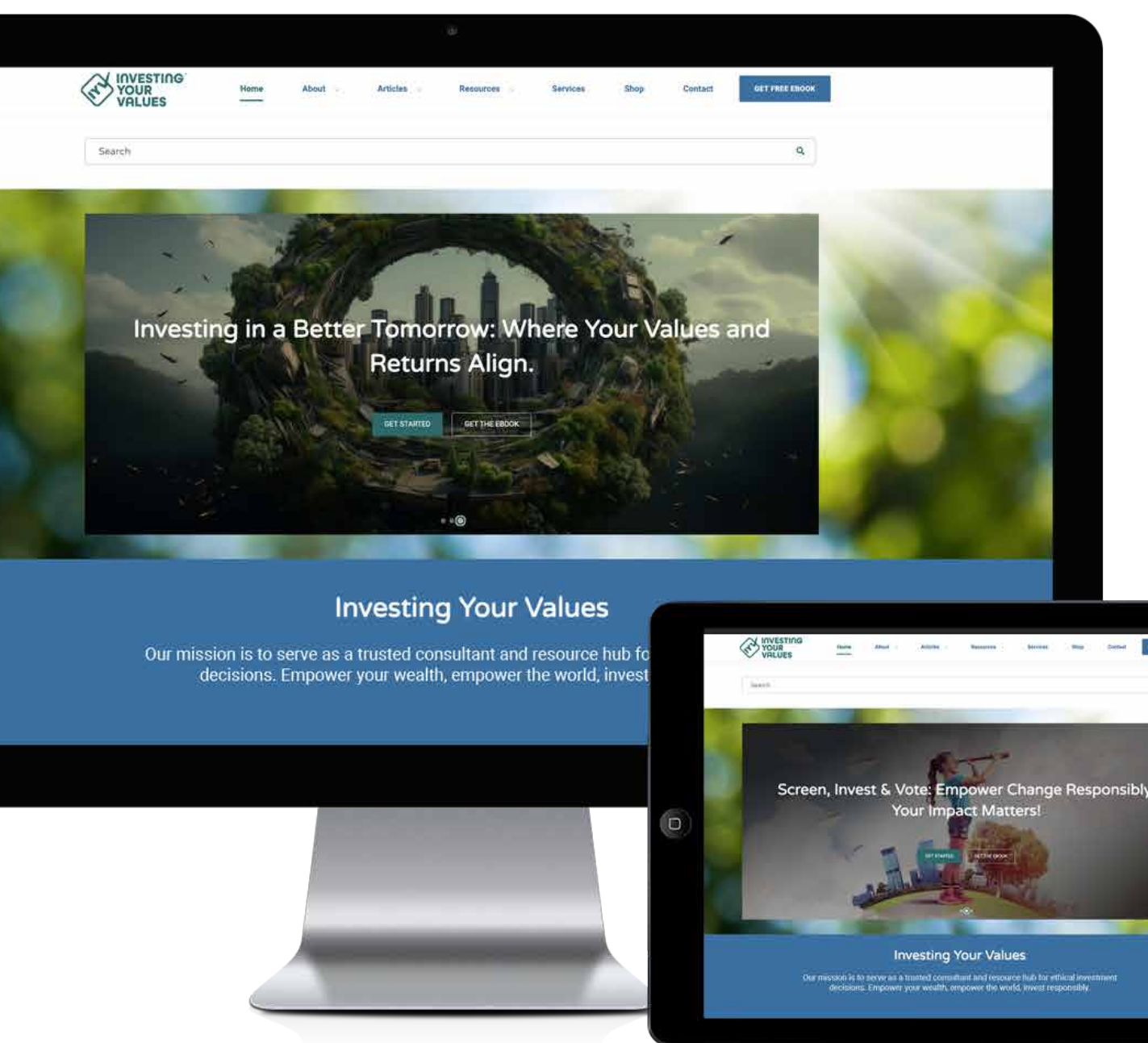


## INVESTING YOUR VALUES

CLIENT: Investing Your Values

ROLE: Art Director, Visual Designer

TOOLS: Illustrator, Photoshop, Figma, HubSpot



Lisa Dion





SAROKI ARCHITECTURE

AGENCY: Premier Communications Group

ROLE: Art Director, Web Designer

TOOLS: Illustrator, Photoshop, InDesign, WordPress



# 02 PRINT DESIGN





## BUICK AVENIR PRESS KIT

AGENCY: Premier Communications Group

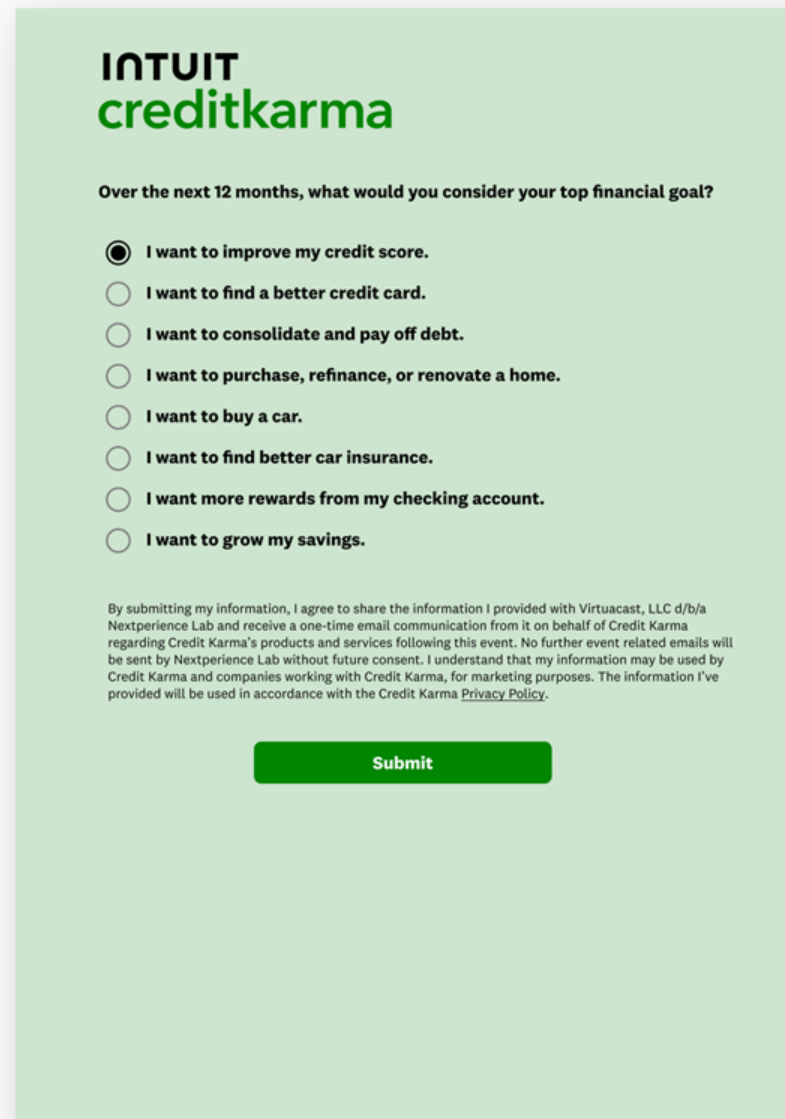
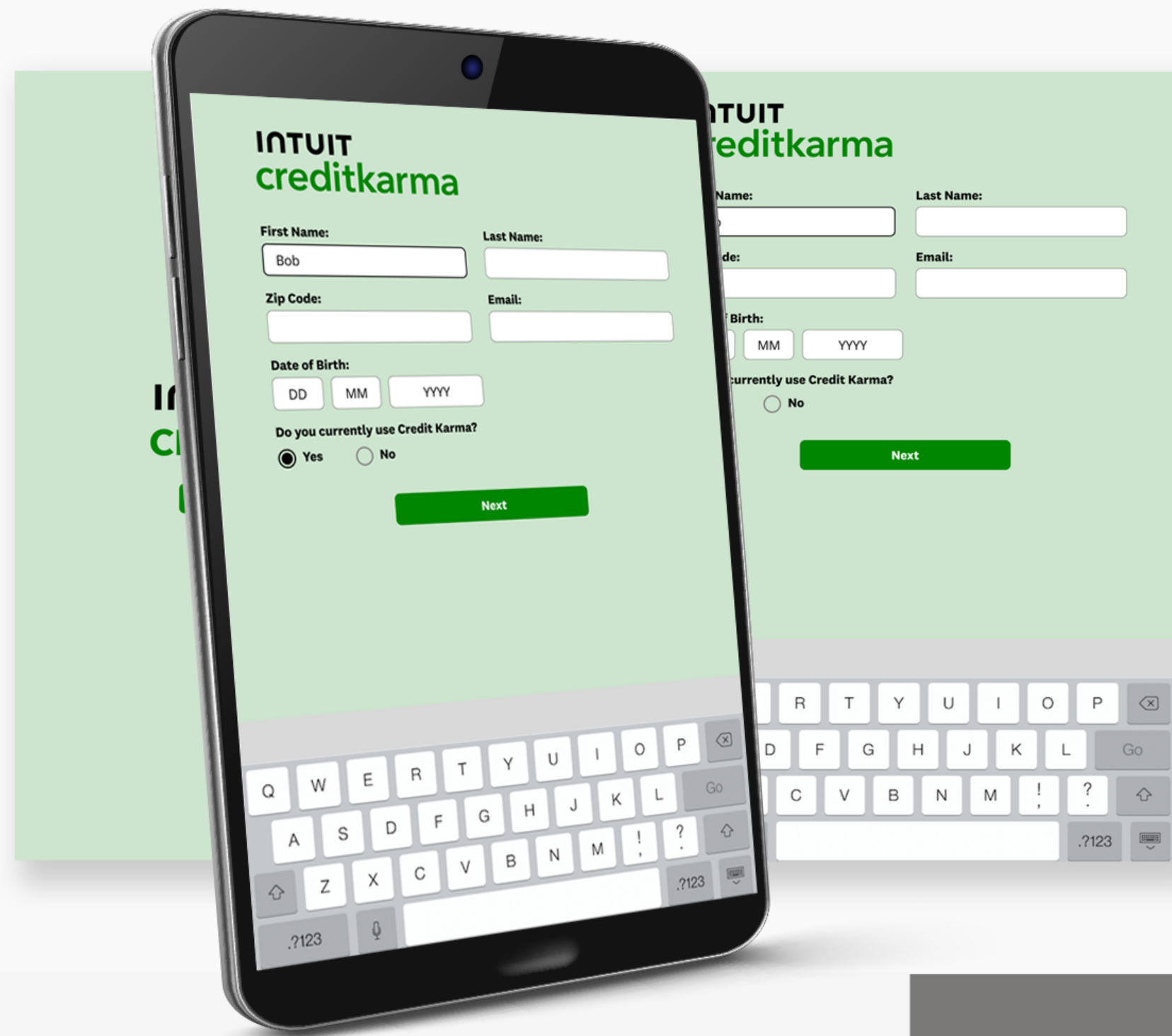
ROLE: Art Director

TOOLS: Photoshop, Illustrator, InDesign



*Lisa Dion*



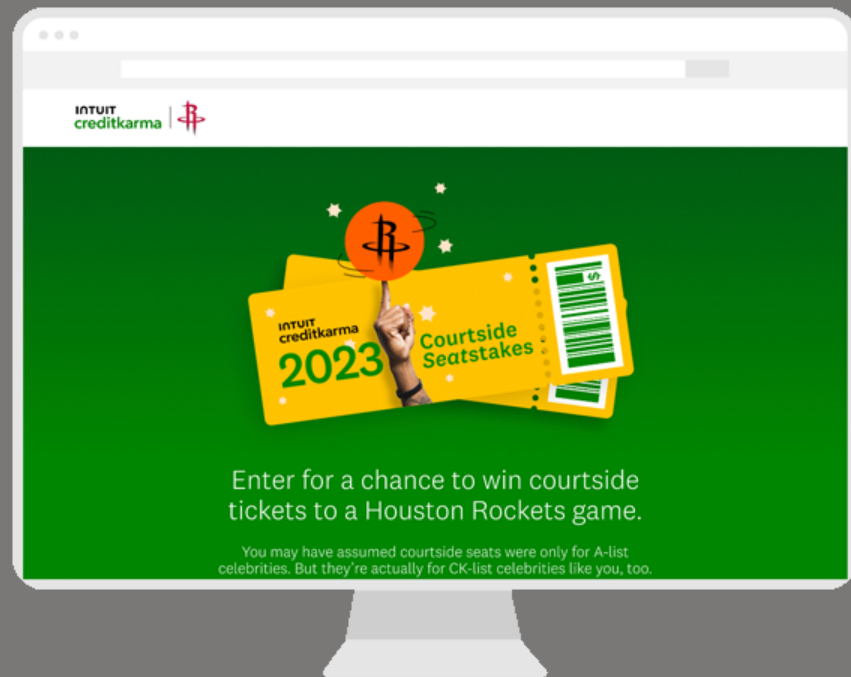
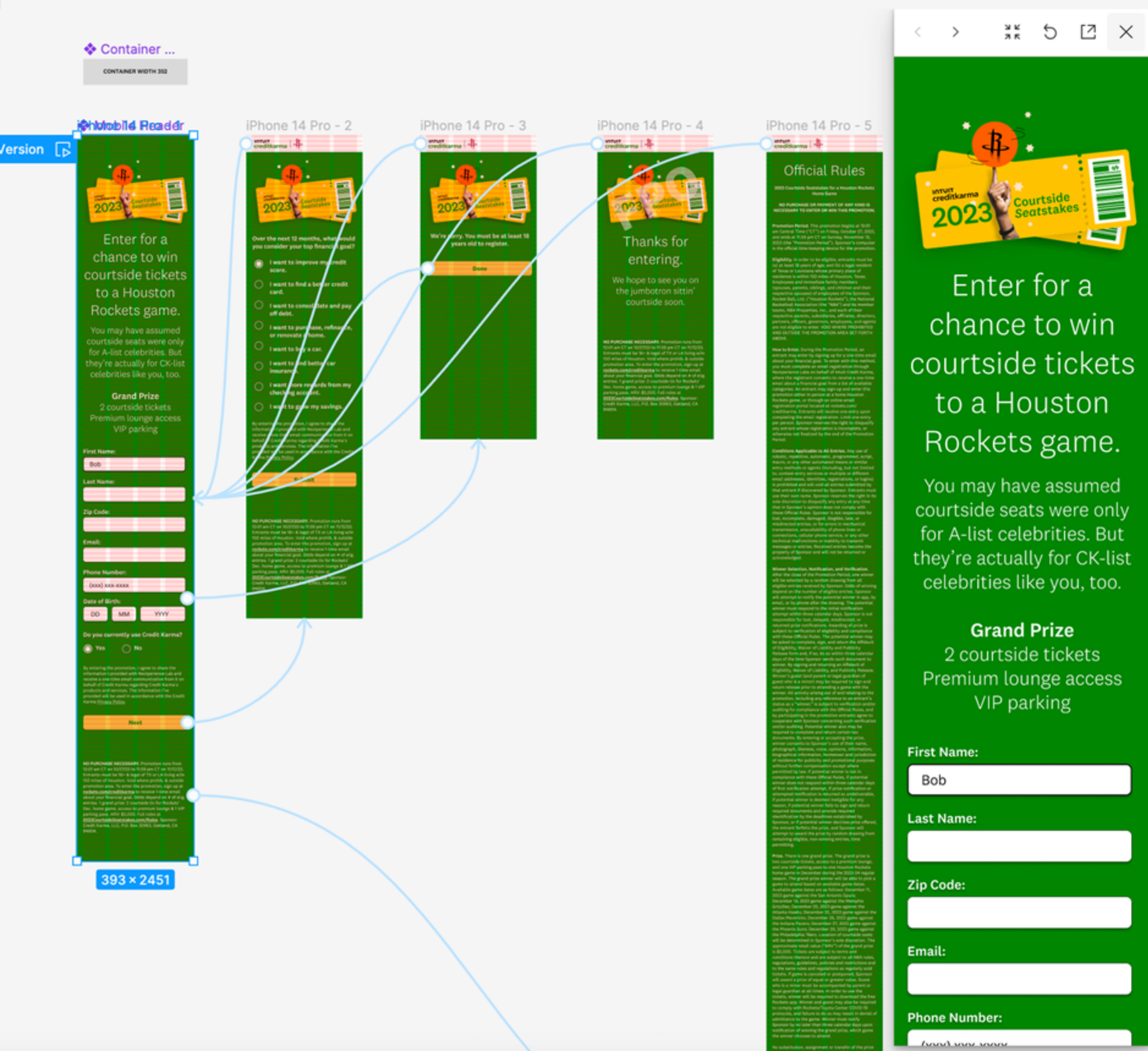


## CREDIT KARMA

AGENCY: Nextperience

ROLE: Visual Designer / UI

TOOLS: Figma



# 03 DIGITAL DESIGN





Meet the **ALL NEW**  
**LAZER Z**  
DIESEL



**96-INCH**  
FLEX WING DECK\*

**Make Quick Work  
Of The Largest,  
Toughest Jobs**

\*Also available with 60- and 72-inch  
UltraCut mower decks.



**LAZER Z**  
DIESEL

Riders From



**ATTRACTIVE  
RETAIL FINANCING  
GOING ON NOW!"**


\*\* See dealer for complete financing details.



\*Dealer pricing may vary by region and does not include  
any applicable tax, shipping or set-up fees.  
See your dealer for complete details.

**DEALER  
INFORMATION  
SLIDE**

**CONTACT YOUR DEALER >>**



## EXMARK 360 DEGREE BRANDING & DISPLAY ADS

CLIENT: Power Equipment Distributors / Exmark

ROLE: Art Director, Sr. Graphic Designer

TOOLS: Illustrator, Photoshop, Animator







## NBA All-Star Crossover Experience

AGENCY: Nextperience

ROLE: Visual Designer

TOOLS: Photoshop, Illustrator, After Effects

# 04 EVENT MARKETING





ACTEXPO

## EVENT MARKETING

Compuware + Cisco Presentation

ACT Expo | GNA Digital Media

Great Lakes Data & Analytics Summit | Branding & Collateral

Zone Perfect Experiential/Social Media Activation

eLead Promo Banners & Video Presentation

## GREAT LAKES BUSINESS INTELLIGENCE & BIG DATA SUMMIT



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Art Director | Sr. Graphic Designer

ART DIRECTOR  
GRAPHIC DESIGNER  
DOODLE MOM  
ART ENTHUSIAST  
PRINT & DIGITAL DESIGN