

Lisa von Werder

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Michigan City, IN

Work Experience

Marketing Assistant

Valpo Parks – Valparaiso, IN

Jul 2021 – present

- Under the supervision of the Marketing Director, assist in graphic design and promotion for the Parks Department
- Ensure brand consistency throughout print media, socials & website
- Interpret staff's needs, develop concepts, and deliver creative solutions according to graphic design standards
- Update website, electronic signage, social media & e-mail lists

New Media Team Intern (Design Lead)

Notre Dame Admissions – Notre Dame, IN

Aug 2017 – May 2020

- Connected with stakeholders (prospective/admitted students, parents, high school counselors, etc.) through various media
- Shared my ND experience with genuine and authentic student voice
- Produced media (graphic, video, blog) to help communicate a fun experience in interactive ways while maintaining a cohesive brand
- Worked closely with other team members to create multimedia projects

Virtual Tech Camp Instructor

Lavner Camps – Remote

Summer 2020, Summer 2021

- Remotely led campers in daily activities and new forms of creation
- Displayed and utilized competence in several technology camps, including digital art using Krita and graphic design using Inkscape
- Implemented goals for campers using the provided curriculum and ensured that they completed their projects throughout the week
- Embodied a role model for campers with an inclusive, professional, upbeat, and positive attitude

Art Director

WVFI Student Radio – Notre Dame, IN

Aug 2018 – May 2020

- Provided promotional material for WVFI events, including livestream fundraisers, merchandise pop-up sales, and DJ events
- Designed merchandise (T-shirts, sweaters, caps) including new logo
- Designed and produced pamphlets for collaborative projects with the Snite Museum Programming Committee for silent discos
- Created playlist covers for Music Committee and other playlists

Education

University of Notre Dame '20
Visual Communication Design
BA Honors

Skills

- Graphic Design
- Adobe Creative Suite
- Photoshop
- Premiere Pro
- Illustrator
- InDesign
- After Effects
- Lightroom
- Photography
- Video Editing
- Content Management Systems
- Illustration
- Digital Art
- Microsoft Office
- Social Media
- Written Communication
- Multimedia Design
- Layout Design
- Remote Instruction