

PROFILE



With an eclectic background spanning twenty years, I have served as creative director, consultant, graphic designer, advertising director and Illustrator, bringing my clients a unique perspective on graphic design and illustration. My style is based on the integration of illustration with typographic design, giving my work its own special identity. My expertise ranges from corporate identity and branding, national and international marketing and direct mail campaigns, and product development to financial reports, package design, educational literature, travel and cuisine. Projects include television graphics for a 14-minute TV promotional video loop for *Good Money Reports* — a half-hour weekly television magazine for consumers and investors; design and illustration for *First Aid for Children Today*, an international educational campaign for the National American Red Cross; a collectors cover design for Ford Motor Company’s Centennial proxy statement; and award winning branding and design for Epiculinary, Inc. (epiculinary.com). Other clients include Volvo, Ben & Jerry’s, Smuckers and After the Fall. My work has received national recognition from such prestigious organizations as the American Advertising Awards and NYC’s Society of Illustrators.

SERVICES

MARKETING ■ SALES ■ COMMUNICATION

PRODUCT LITERATURE
 CATALOGS, POSTERS
 DIRECT MAIL, ADVERTISING
 PUBLICATIONS/NEWSLETTERS
 POINT OF PURCHASE, DISPLAYS
 SERVICES LITERATURE
 EDUCATIONAL LITERATURE
 MAGAZINES

IDENTITY DESIGN ■ GRAPHICS STANDARDS

CORPORATE IDENTITY
 BRAND IDENTITY

CORPORATE COMMUNICATIONS

CORPORATE BROCHURES
 ANNUAL REPORTS
 FINANCIAL REPORTS
 CORPORATE CAMPAIGN PACKAGES
 HEALTH CARE PACKAGES

PACKAGING ■ PUBLISHING

BOOK DESIGN
 EDUCATIONAL
 PRODUCT PACKAGING

DIGITAL ■ MEDIA

INTERNET/WEB PAGE DESIGN/CONSULTATION
 TELEVISION GRAPHICS

PROFESSIONAL EXPERIENCE

PRESIDENT OF SYVERSON STUDIOS

1984-Present

Graphic Design, Illustration & Multimedia Business, Chicago IL

ART DIRECTOR/GRAPHIC DESIGNER/CREATIVE CONSULTANT

2001-Present

Apollo Publishing & Design, San Jose CA

CREATIVE DIRECTOR/GRAPHIC DESIGNER/ILLUSTRATOR

1994-1997

KIDS VT, Burlington VT

As Creative Art Director/Graphic Designer/Illustrator my responsibilities included: branding of publication, layout and design; creative typography; all story and spot illustrations; production; Kids VT is a 28-38 page monthly parenting resource publication for Chittenden County families. Circulation: 20,000.

CREATIVE DIRECTOR/GRAPHIC DESIGNER

1992-1994

GOOD MONEY Reports (half-hour television magazine)

Worcester, VT & Boston, MA

As Creative Associate Director/Graphic Designer my work included; conceptualization, research and development of the GMR image, logo, television graphics and production of a 14 minute TV promotional video loop; editing of TV visuals and scripts; development of a television proposal and scripts for underwriters and sponsors; Good Money Reports is a half-hour weekly television magazine for consumers and investors that empowers the viewer to use their money to influence and promote positive social change.

VICE PRESIDENT OF MARKETING & PUBLICATIONS

1990-1994

GOOD MONEY Publications, Inc., Worcester VT

As Vice President of Marketing and Publications, my responsibilities included: development, design and implementation of national/international marketing research/strategies, direct mail and promotional campaigns; editing, layout, design, and production of two bimonthly financial newsletters, promotional pieces, advertisements, guides, brochures, books and posters; subscription fulfillment; media and public relations; management of advertising accounts; development of annual budgets, company policy and practices; upper level management; research and organization of special events, speaking engagements and travel for both Good Money Publications, Inc. and Good Money Reports.

SKILLS

Extensive work with QuarkXPress, Illustrator, Photoshop, Streamline, Acrobat.
Versed in MS Office, Word, Excel and PowerPoint.

EDUCATION

THE MARYLAND INSTITUTE, COLLEGE OF ART ■ 1981-1984
Baltimore, MD [Full Scholarship/Cum Laude]
B.F.A. Visual Communications (Graphic Design & Illustration)

LAWRENCE UNIVERSITY ■ 1979-1981
Appleton, WI
Major: Visual Arts/English

HONORS & AWARDS

AMERICAN ADVERTISING AWARD ■ NEW YORK
2001 For the Design of the Epiculinary.com Web Site

FORBES MAGAZINE ■ ONE OF TOP 4 WEB SITE DESIGN FOR CULTURAL TOURS
July, 2002: Design of the Epiculinary.com Web Site

CAAP GRANT/CHICAGO DEPT. OF CULTURAL AFFAIRS ■ CHICAGO, IL
1998 awarded the CAAP Grant; Juried; A series of paintings were created which reflected stories and sketches taken from travels to Greece and Italy

THE SOCIETY OF ILLUSTRATORS ■ NEW YORK
Inducted in 1983-1984; Juried

CULTURAL EXCHANGE EXHIBIT WITH CHINA ■ BALTIMORE, MD
The Maryland Institute, College of Art Juried exhibit of selected etchings

THE WALTERS MUSEUM OF MODERN ART ■ BALTIMORE, MD
Nomination for the Walters Traveling Scholarship 1983-1984; Thesis on Turkish Art

THE MARYLAND INSTITUTE, COLLEGE OF ART ■ BALTIMORE, MD
Maryland Institute Academic and Achievement Scholarship: 1981-1984, Juried; Dean's List: 1981-1984;
Maryland Institute Grants (based on Academic & Artistic Achievement/Juried) 1981-1984;
The Alumni Assoc. Award: 1983-1984, Juried
B.F.A. Degree Exhibition, Participant in the Undergraduate Exhibition Juried Shows

LAWRENCE UNIVERSITY ■ APPLETON, WI
Lawrence University Academic Scholarship: 1979-1980; Honor Society 1979-1981; Deans List: 1987-1981;
President of Kappa Kappa Gamma: 1980-1981; Lawrencean Photo Editor Award: 1980-1981

PROFESSIONAL MEMBERSHIPS

The Society of Illustrators, The Graphic Artists Guild, The Society of Children's Book Writers and Illustrators, The Chicago Artists Coalition, The Chicago Creative Coalition (C3), The Art Institute of Chicago, and The Museum of Contemporary Art.

S A M P L E C L I E N T L I S T

FORD MOTOR COMPANY

VOLVO

BARRINGTON AUTOMATION

DRESNER INVESTMENTS

NATIONAL LIFE OF VERMONT

INVESTAMERICA INVESTMENT ADVISORS, INC.

QUOTESMITH.COM

GOOD MONEY PUBLICATIONS/ETHICAL INVESTING

LATI USA/ITALY

INTERMARK, INC.

TECH SOURCE INTERNATIONAL, INC.

ROTOWRITER PRODUCTIONS

COUNTRY WALKERS/INTERNATIONAL WALKING TOURS

ADVENTURE TRAVEL

EPICULINARY, INC.

NATIONAL AMERICAN RED CROSS

BEN & JERRY'S

SMUCKERS

AFTER THE FALL

LAKE CHAMPLAIN CHOCOLATES

CHICAGO SPEAKS MAGAZINE

STRANG COMMUNICATIONS/CHARISMA MAGAZINE

LEO'S DANCEWEAR

SKI RACING INTERNATIONAL

AMERICAN EDUCATIONAL INSTITUTE, INC.

GODDARD COLLEGE

THE MARYLAND INSTITUTE, COLLEGE OF ART

QUORUM COMMUNICATIONS

AMERICAN SOCIETY OF OCULARISTS

HARWOOD, CHAMBERS & MOSES

CAPTIVE RESOURCES, INC.

NORTHWINDS PRODUCTIONS, INC.

CONVERSIONS, INC.

ABBINGTON REHAB & NURSING CENTER

ORANGE BLOSSOM REHAB & NURSING CENTER

CASTLEHAVEN REHAB & NURSING CENTER

THE LEFT BANK

ACTIVEWOMEN.COM

ACCOLADES

Bob Maynard ■ President
COUNTRY WALKERS

In the late 1990s we chose Lisa to design all of our promotional marketing materials, including a catalog, brochures, posters, advertisements, direct mail pieces, just to name a few. At the time we were looking for a new image as we were changing our 96 page catalog to an oversize book and printing our work in Korea, which also made the timeline to complete the job quite tight. The first catalog looked great, was different than our competitors, had wonderful colors and arrived in Korea on the date we set 8 months before Lisa began her work. The whole project was fun and Lisa was a gem to work with. Over the next several years Lisa continued to create all of our marketing materials, and at the time our company, Country Walkers, enjoyed an average annual increase in business of 45%. Her work was always on time and continued to set a standard in the Adventure Travel business that became a bench mark for quality. ■ I would not hesitate to recommend Lisa Syverson for your graphic needs. You will, I am sure enjoy working with her, she has a great sense of humor, is very dedicated to her clients, meets deadlines and has passion for her job.

Celeste M. Mathieus
Assistant Vice President
DRESNER INVESTMENT SERVICES

It is my privilege to introduce Ms. Lisa Syverson, whom I have known for more than five years. As a graphic designer and consultant, she was hired by Dresner Investment Services, Inc. to create a new logo and collateral marketing materials for the company. The quality of the finished product went beyond our expectations, and as a result, our company today projects a new and unique corporate image in the investment banking industry. ■ Lisa played a crucial role as part of the team from the very beginning. In working directly with Lisa throughout the process, I found her to be extremely conscientious and sensitive to every detail connected to this project. Her visual, written and verbal communication skills to both the company and vendors on the project proved to be a great asset in providing an excellent end product as well as meeting deadlines and the bottom line. Her ability to keep everyone on track was well managed and a constant throughout the entire process. ■ If you are considering moving your company in a new direction or stepping up your corporate image to the next level, I am confident that Lisa Syverson will provide you with the design and expertise to fulfill your vision.

David Victor ■ President
AMERICAN EDUCATIONAL INSTITUTE

American Educational Institute provides continuing education programming to physicians, affiliated healthcare professionals, dentists and attorneys. We do so on a weekly basis in each of 33 classrooms situated in destination resorts throughout North America, Mexico, the Caribbean and Hawaii. ■ Our marketing effort focuses on direct mail and thus we place a great deal of importance on the design of our promotional literature, or "Continuing Education Guides", of which we print and distribute close to 1 million pieces. Since 1997 Lisa Syverson has designed and produced these marketing materials. In addition, Ms. Syverson has designed numerous collateral marketing items. In this endeavor I personally deal directly with Ms. Syverson and have consistently found her to be not only exceptionally talented as a graphic designer but a responsible and responsive professional who is also a pleasure to deal with. I have no hesitation in recommending Ms. Syverson to any organization seeking a reliable, talented professional to take their "look" to the next level.