

## LISA M. SYVERSON *Vitae*



### PROFILE

I have worked as an art director, creative director, VP of marketing and publications, graphic designer, illustrator, photographer, and educator during my professional career that spans more than 28 years. My diverse background has provided me the opportunity to master a variety of roles, integrate the methodologies and processes of both art and design, and approach projects with a broader perspective. I am able to listen attentively, clearly define, and effectively communicate the client's vision and objectives. Incorporating my artistic vision, I can generate distinctive and innovative solutions for my clients.

I am highly imaginative and have an entrepreneurial spirit. I possess an extraordinary amount of energy, optimism and patience, which I bring to my clients and their projects. I am adept in multi-tasking and problem solving under deadlines, and in fast paced professional environments. I have a natural rapport with people and excellent leadership skills. I value collaboration and teamwork, using the strength of each individual to transform great ideas into extraordinary results.

My work ranges from corporate identity and branding programs, national and international marketing, advertising and direct mail campaigns, to product development, educational literature, book design, package design, annual reports, and web based design. The business channels I reach include wellness and healthcare, real estate, food and travel, entertainment and the outdoors, educational literature, children's books, as well as the service and manufacturing industry.

Some notable projects include:

- **Award winning branding and design for Epiculinary, Inc. and Epiculinary.com.**
- **A collectors cover design for Ford Motor Company's Centennial Celebration.**
- Design and illustration for **the National American Red Cross — F.A.C.T. First Aid for Children Today — an International educational campaign** which includes seven posters and 45-page children's storybook.
- **Production of Good Money Reports — 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.
- **Two major public art glass art and interactive music installations at Children's Hospitals and Clinics of Minnesota** — opening up new opportunities for work in the area of health care and "Art and Healing".

I have received national recognition and prestigious awards such as the **American Advertising Award, Forbes Magazine, NYC's Society of Illustrators, and the CAAP Grant from the Chicago Department of Cultural Affairs.**

### PROFESSIONAL EXPERIENCE

SYVERSON STUDIOS | Principal | Chicago IL | 1984-Present

*Print, Web, Advertising, Illustration, Photography & Multimedia Business. (www.syversonstudios.com)*

WESTPHAL DESIGNS | Creative Consultant, Graphic Designer, Illustrator | San Jose, CA | 1984-Present

FINE ART, ILLUSTRATION & PHOTOGRAPHY BUSINESS | Principal | Chicago IL | 1984-Present

*Special projects & commissions. Nat'l/Int'l exhibits. Artistic, travel, event & lifestyle photography. Fine art giclée business.*

EPICULINARY | Art Director, Graphic Designer, Illustrator, Photographer | Lake Bluff, IL | 2001-2004

*Epiculinary specializes in distinctive culinary vacations worldwide. (www.epiculinary.com)*

Responsibilities: (Award winning) Identity and brand, advertising (print, web), all marketing collateral.

Photographed locations and culinary demonstrations during discovery trips to France and Italy.

KIDSVT/Monthly Parenting Publication | Art Director, Graphic Designer, Illustrator | Burlington, VT | 1994-1997

GOOD MONEY REPORTS | Creative Director, Graphic Designer | Boston, MA | 1992-1994

*Half-hour weekly television magazine for consumers and investors that empowers the viewer to use their money to influence and promote positive social change. Responsibilities: GMR brand, logo, TV graphics, production of a 14 minute TV promotional video loop; editing of visuals and scripts; development of a TV proposal and scripts for underwriters and sponsors. Travel for both Good Money Reports and Good Money Publications.*

GOOD MONEY PUBLICATIONS | Vice President of Marketing & Publications | Worcester, VT | 1990-1994

Responsibilities: Development and implementation of marketing research/strategies, direct mail and promotional campaigns; editing, 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; organization of special events, speaking engagements.

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Graphic Designer  
Illustrator  
Art Director

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[Professional Experience continued from page one.]

GODDARD COLLEGE | Associate Director of Admissions | Plainfield, VT | 1987-1990

THE MARYLAND INSTITUTE, COLLEGE OF ART | Associate Director of Admissions | Baltimore, MD | 1985-1987

Responsibilities: (MICA & Goddard): Development and implementation of presentations to high school and community colleges throughout the USA; Created and taught workshops in *Interdisciplinary Education in the Visual and Performing Arts*, and *Creative Visualization*; Development of artistic achievement scholarship programs; Monthly Admission and Financial reports; travel planning; Special events; Counseling to prospective students. (MICA: Portfolio reviews.)

## TEACHING EXPERIENCE

PRIVATE ART INSTRUCTION FOR YOUTH & ADULTS | 1985 - Present

Classes in illustration, painting, drawing, and *Creative Visualization*.

CAMP STONE | Visiting Artist | Sugar Grove, PA | 2006

Taught *Creative Visualization* to 6-12<sup>th</sup> grades.

THE INTERNATIONAL ACADEMY OF MERCHANDISING & DESIGN | Art Faculty | Chicago, IL | 2000

Taught Illustration and *Drawing from the Right Side of the Brain*.

CREATIVE WORKSHOPS FOR YOUTH & ADULTS | Visiting Artist | 1985 - 2000

Created workshops in: *Interdisciplinary Education in the Visual and Performing Arts*, and *Creative Visualization*, illustration, painting, drawing, and creative visualization; Taught in art magnet schools, community colleges, and Goddard College.

## HONORS + AWARDS

FORBES MAGAZINE - ONE OF TOP 4 WEB SITE DESIGNS FOR CULTURAL TOURS | 2002

Award for branding and design of the Epiculinary.com website.

AMERICAN ADVERTISING AWARD | New York, N.Y. | 2001

Award for branding and design of Epiculinary and the Epiculinary.com website.

CAAP GRANT - CHICAGO DEPT. OF CULTURAL AFFAIRS | Chicago, IL | 1998

Funding for the development of a series of paintings based on stories and sketches taken from travels to Greece and Italy.

THE WALTERS MUSEUM OF MODERN ART | Baltimore, MD | 1994

Nomination for the Walters Traveling Scholarship; Thesis on Turkish Art.

THE SOCIETY OF ILLUSTRATORS | New York, N.Y. | 1983

CULTURAL EXCHANGE EXHIBIT WITH CHINA | Baltimore, MD | 1983

Morgan State University | Juried exhibit of selected etchings.

THE MARYLAND INSTITUTE, COLLEGE OF ART | Baltimore, MD | 1981-1984

Academic and Artistic Achievement Scholarships, Dean's List, The Alumni Association Award, B.F.A. Degree.

LAWRENCE UNIVERSITY | Appleton, WI | 1979-1981

Academic Achievement Scholarships, Honor Society, Deans List, Photo Editor Award, President of Kappa Gamma.

## SPECIAL PROJECTS

*Stars, Beamz® & Ribbons* | Children's Hospitals and Clinics of Minnesota, Minneapolis Campus\* | 2011

Public art installation on 90 ft. skyway including colored & etched glass stars, powder-coated metal ribbons, and interactive musical instruments.

*Fanciful Flying Machines in the Sky* | Children's Hospitals and Clinics of MN, St. Paul Campus\* | 2011

Concepts and illustrations for four paintings. Final art printed as giclées with etched glass faces.

*Illuminations I: Rays of Hope & Illuminations II: Wholeness, Harmony and Healing* | 2010

Children's Hospitals and Clinics of Minnesota, Minneapolis Campus\*

Concepts and artwork for two painted and etched 58" circular glass sculptures located in the second floor lobby. The *Illuminations* are stories about the power of healing through the creative process, color and light.

\* Note: Projects developed and managed by Creative Collaborativ, Inc. through with the guidance of Aesthetics, Inc. *Stars, Beamz® & Ribbons* and *Illuminations* projects were fabricated in glass by GlassArt Design, Inc.

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## SPECIAL PROJECTS [continued]

*Close Your Eyes* - Children's Book | Private Commission | Chicago, IL | 2009  
Eleven full color mixed media illustrations. Design, layout and production of book.

*Carnivale* | Painting | University of Illinois | Chicago, IL | 2009

*The Embrace* | Margot Arnand - Kiss of Bliss Products | France | 2007  
Mixed media painting. Branding, design of marketing materials.

Camp Stone Fundraising Product Cover Illustration | Sugar Grove, PA | 2005  
Mixed media illustration for the cover of Kosher chocolate boxes to fund scholarships for underprivileged children.

*ChicagoSpeaks* Magazine Cover Illustration | Chicago, IL | 2005

University Lake School Fundraising Campaign | Hartland, WI | 2005  
Concepts, design, photo selection, cover illustration, project management for fundraising campaign collateral.

Guideposts: Spirit Led Women | Three Editorial Illustrations | 2003  
*Seeking God's Favor, Pray Your Heart Out, and A Lighthouse to Call Home.* Mixed media, illustrative paintings.

Ford Motor Company Centennial Celebration Cover Design | Detroit, MI | 2003

After The Fall/Smuckers | Four Illustrative Paintings | Washington D.C. | 2000  
*Sangria de la Noche, Vermont Harvest Moon, Fruit of the Vine, and Mimosa d'Amoré.*  
Concepts, four illustrative paintings, product names, design, project management, production.

After The Fall/Smuckers | Cola-La Products | Washington D.C. | 2000  
Concepts, design and digital illustrations for two decaffeinated Cola product labels.

The Nat'l American Baptists Conference | Missions Posters & Children's Book | Chicago, IL | 1999 Design,  
concepts and full color illustrations for five posters and a 32-page educational children's book.

National American Red Cross - National F.A.C.T. Campaign: Book & Illustrations | Washington, D.C. | 1992  
*First Aid for Children Today Campaign.* Collaborated with a team of educators across the USA to develop activities, games, stickers and stories for seven posters and an 45-page storybook. Includes: concepts, design, illustrations and creation of characters (from different backgrounds and cultures) to represent each individual lesson plan.

The Maryland Institute, College of Art | *Artists Creating Artists Painting* | Baltimore, MD | 1986  
Concepts, painting and design for fine art marketing poster.

Stained Glass | Private Commission | Istanbul, Turkey | 1984  
Collaborated with glass artist to create three concepts and drawings of nature and figures, translated to stained glass.

## EDUCATION

THE MARYLAND INSTITUTE, COLLEGE OF ART | Baltimore, MD | B.F.A. Graphic Design & Illustration | 1981-1984  
Scholarships and Awards based on Artistic Achievement | Magna Cum Laude

LAWRENCE UNIVERSITY | Appleton, WI | Scholarships for Academic Achievement | 1979-1981

UNIVERSITY LAKE SCHOOL | Hartland, WI | HS Diploma | Magna Cum Laude | Full Scholarship | 1976-1979

## TECHNICAL PROFICIENCY

Design Software: *Expert knowledge:* Adobe Creative Suites (InDesign, Illustrator, Photoshop, Acrobat), QuarkXPress.  
*Competency skills:* in Microsoft Office Suites (Excel, PowerPoint and Word) and various web based software.

Art Media: Expert proficiency with traditional art mediums, styles and techniques, including drawing, painting and storyboards.

## AFFILIATIONS + MEMBERSHIPS

The Society of Illustrators, The Graphic Artists Guild, The Chicago Artists Coalition (CAC),  
The Chicago Creative Coalition (C3), The Art Institute of Chicago, and The Museum of Contemporary Art.

*References available upon request.*