



Lisa Petrusky Frye

CONTACT

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CREATIVE ROLES

Creative Manager
Senior Art Director
Art Design Coordinator
Senior Designer

EXPERTISE

UX Design Methodology
Creative Direction
Design Operations
Digital Communications
Brand Management
Strategic Analysis
High-level Problem Solving
Graphic Design

TOOLS

Design

Adobe InDesign, Illustrator, Photoshop,

UI tools

Drupal, Dreamweaver, XD, Figma

Front-end Coding

HTML, CSS, and Bootstrap 5

Content management tools

Asana, Slack, Jira, and Virtual Ticket

Drupal

CERTIFICATES

UX Design Certificate, General Assembly

Web Design Certificate, Truman College

EDUCATION

MS Human Computer Interaction Graduate Studies

De Paul University | Chicago, IL

BFA Graphic Design

School of Visual Arts | New York, NY

BA Fashion Merchandising

Marymount University | Arlington, VA

MFA Communications Design Graduate Studies

Pratt Institute | New York, NY

CREATIVE MANAGER

Elevating design using a holistic approach supported by innovative high-level problem-solving. Solutions are presented in a minimalistic style, focusing on meeting user needs and business objectives. Manage and mentor teams, define processes and systems, implement, and maintain brand standards by applying classical design to UX/UI design environments, across marketing and engagement channels.

WORK

Web Designer

Chicago Botanic Garden | Glencoe, IL | Oct. 2022–Present

- Design web pages, conduct content analysis, build wireframes, UX/UI, HTML/CSS, and emails.
- Presented brand refresh style guidelines for the website, e-commerce, and partner websites.
- Created a mega menu for clearer navigation and user flow.
- Strategically simplified Membership and Donor pages creating logical transaction paths.

Freelance

Various Client Work | Chicago, IL | April 2020–Oct. 2022

- Created web pages, UX/UI, HTML/CSS, and digital marketing.
- Conducted content and navigation analysis for existing client's websites; delivered redesign recommendations; produced wireframes in Adobe XD and Figma design tools.
- Developed branding and marketing materials for small businesses.
- Art directed and project managed Creative and Digital Teams, Developers, and Freelancers.

Art Design Coordinator

City of Evanston, Community Engagement Division | Evanston, IL | Oct. 2013–April 2020

- Created communication brand standards for the City of Evanston municipal departments.
- Deliverables included digital marketing, social media, banner ads, web pages, email templates, print and signage materials, and developed digital job request system.
- Assisted departments in user experience needs for web and print campaigns.

Graphic Designer

Steppenwolf Theatre Company | Chicago, IL | July 2012–Oct. 2013

- Created marketing communication materials, signage, ads and emails for theater productions, education, and donor development teams.

Creative Manager

Ignite USA | Chicago, IL | Aug. 2011–Jan. 2012

- Developed marketing materials, packaging, researched and developed product colors for **Contigo**® thermal/hydration bottle systems.
- Observed UX interviewing and used data research for strategic design planning.

Senior Art Director Corporate Graphics

Crate and Barrel, CB2 and Crate and Barrel Outlet | Northbrook, IL | Feb. 2002–April 2011

- Directed and implemented Creative Operation and Creative Direction.
- Directed the Corporate Graphics team, designers, production artists and traffic manager.
- Initiated, developed and implemented CB2 Brand refresh across all channels.
- Strategically conceptualized and managed marketing creative systems. Creative lead on international franchises. Created and ensured standard consistency for all three brands.
- Design operations, established, approved and managed workflow process, press, production schedules, and press production. Collaborated with interior and exterior stakeholders.
- Photo AD, conceptualized sets, merchandised shoots for branding, catalogue and digital.

Art Director Corporate Graphics | Art Director Private Label Packaging

Associate Art Director Creative Services

Martha Stewart Living Omnimedia | New York, NY | Sept. 1999–Feb. 2002

- Art directed assistant art directors, production artists, and photo shoot internal and external teams, project managed and conceptualized marketing systems for various programs for **Kmart**. Developed design/photography brand standards manual.
- Launched *Martha Stewart's Fine Paint Program*.



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FEATURED WORK

The New York Times, October 26, 2006

Time Style and Design, Summer 2006

The Wall Street Journal, Tue., Dec., 10, 2006

INTERESTS

ballet
figure skating
cycling
traveling
museums
architecture
interior design
industrial design

FREELANCE

Full-time Freelance Designer | David High Design | New York, NY | Feb. 1998–Sept. 1999

- Assisted principle, David High: marketing branding strategies, client presentations, book jacket design for NYC publishing houses. Major accounts: *E! Networks* and *Basic Books Publishing, Inc.* Direct client interaction.
- *Style! Channel* for *E! Networks*: assisted in the network launch, print and web brand identity.

Senior Designer | Ogilvy & Mather | Chicago, IL

- Lead designer on the SC Johnson Glade account.
- Created the user standard manual for web, print, TV, advertising, and packaging, also designed conceptual product packaging concepts.

Designer | Skyline Design | Chicago, IL

- Produced magazine ads for sustainable architectural glass, mirrors, and *Michael Graves* line.

Designer/Intern | George Tscherny Inc. | 1988 AIGA Medalist recipient | New York, NY

- Designed corporate branding materials and annual reports
- Accounts: *School of Visual Arts*, *SEI Investments*, and *Sunpark* Reagan National Airport Shuttle Bus Service.

BUSINESS AND MANAGEMENT

Operations Administrator

The Morgan Library and Museum | New York, NY | Oct. 1992–Oct. 1996

- Supervised the mail room manager, receptionist, and *Morgan Court Cafe* operations. Assisted Operations Director on building management, landmark preservation and restoration projects, budget, purchasing and payroll.
- Collaborated with the Conservation Department on exhibition installation preparation, textile, and paint restorations for exhibition spaces.
- Designed special event announcements, redesigned the *Morgan Court Café* menu. Wrote various reports, created the office operations manual, and was the OSHA museum facility representative.
- Assisted on the production of exhibition catalogues.

Operations Administrator

Executive Systems International | New York, NY | Aug. 1991–Oct. 1992

- Managed Front Office Staff, assisted Controller, client accounts payable and desktop publishing.