

LIZANNE WEBB

CREATIVE DIRECTOR

ADVERTISING

BRANDING

PACKAGING

USER INTERFACES

FULL PRODUCTION

CA and NY | United States

p: 646-298-6422

e: lwebb@structurebrands.com

ONLINE PORTFOLIOS

w: www.LIZANNE.design

w: www.structure.nyc

s: www.linkedin/in/lizannewebb (LinkedIn)

I am both a **U.S.** and **Canadian** Citizen

I can work freely in either Country.

I can travel under either passport.

EXPERIENCE

STRUCTURE Los Angeles & New York
Creative Director | 01/2009 – present

- Developed new brands and updated older brands for clients involving competitive and positioning research.
- Packaging design and concepts for food, beverage, toy, cosmeceutical, and apparel brands along with needed packaging engineering.
- Providing final press-ready files and full coordination with printers and bottling companies to assure best outcomes.
- Mobile app GUIs and program architecture.
- Website development. Most recent clients requesting sites built on a WordPress platform. This includes full SEO implementation.
- Partnered with other creative agencies to help them fulfill creative services not supported by their staffs.
- Created print ads, email campaigns, custom forms (banking and medical industries), posters and outdoor media.
- Produced all project copywriting.

Brand Sense Partners Los Angeles, CA
Creative Director / Director, Creative Services | 05/2005 – 01/2009

- Created first-class presentations.
- Created original logos/branding for licensing programs we developed for our clients.
- Produced photo-realistic product mock-ups in support of licensing program pitches.
- Responsible for interpreting market and demographic research into easily understood, original infographics that support an array of licensing programs.
- Proposed and created secure, self-serve brand asset sites which reduced the immense number of CDs needing to be burned and shipped to licensees.
- Developed and produced numerous brand guidelines for many of the licensing programs we managed.
- Designed and produced all collateral for tradeshow appearances.

Harp Advertising & Interactive Oakbrook Terrace, IL
Creative Director | 10/2002 – 05/2005

- Created and produced direct mail campaigns, including coordination of the mailing services and targeted address purchasing.
- Designed and produced many websites and email campaigns for our client roster.
- Designed all ads and collateral, including all copywriting.
- Large catalog development including photo shoot scene sketches and photography supervision and post, retouching.
- Managed staff of up to 6 as well as several outside vendors and freelancers.

Charron, Schwartz & Partners New York, NY
Senior Art Director & Production Manager | 05/1998 – 10/2002

Small ad agency that handled large accounts (ABCNews, Austin-Nichols, Martex, Russ Berrie, plus many others) very well.

- Ad design and production.
- Hi-end photo retouching and editing.
- Managed the production and distribution of all ad materials to various media outlets and publications. Progressively replaced the mailing and courier delivery of materials with digital workflows where accepted.
- Scripting and production of VNRs and commercials.

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Color Graphic Press New York, NY

Art Director, Pre-Press Manager, and Retoucher | 06/1994 – 05/1998

- Management of pre-press department. We became the go-to shop for designers on Windows OS platforms who needed proper Postscript processing of their files. Clients were referred to us by both Scitex and Corel as of the result of my Postscript conversion skills.
- Hi-end photo editing; predominantly jewelry, watches and cosmetics requiring specific color matching on press.
- Complete project management, assuring that all press runs (even late night) achieved expected reproduction outcomes based on knowledge of digital data (CMYK color values).
- Established file management and backup system so that files could be rapidly accessed for re-runs.
- Designed and produced catalogs for a variety of clients but, predominantly jewelry and travel.

Interactive Publishing Corp. Spring Valley, NY

Art Director | 05/1993 – 05/1994

- Designed and created unique graphical user interfaces.
- Retail and OEM packaging design.
- Designed and produced all collateral, describing our various interactive, CD-ROM titles.

CONSULTING PROJECTS

CFSB - Community Federal Savings Bank

June 2012 - Present

Rebranding, New Branding, Advertising & Marketing (Print & Online), Collateral Development & Design

Kobrand Corporation

2012 - 2014

Packaging Designer - wine packaging designer.

Trade Navigator

August 2010 - March 2015

Marketing Director - Stock trading software developer.

MogulWorx

December 2011 - March 2015

Creative Director and Trademark Registrant for mobile app forge.

Century Wellness Center

January 2009 - Present

Marketing & Creative Direction for growing internal medicine practice (in-network and concierge).

Schwartz-Olcott Imports

June 2005 - November 2012

- Branding and Design of wine labels for numerous brands: Un4Seen, Oops, Pandemonium, worked on Barking Sheep. Many other brands developed (ask for portfolio).
- POS displays and packaging for all brands.
- Print advertising for all brands.
- Developed branding for both Tequila and Vodka brands as well.

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EDUCATION

Santa Monica College

I started taking psychology courses to supplement my advertising & branding work. Social Psychology and Environmental Psychology are among the courses. I now have 39 credits and a 3.85/4.00 GPA

S.U.N.Y @ Buffalo BA/BS

Majored in Architecture

Also: Theater Design and Commercial Design

SKILLS

Professional Functions

- Brand Strategy, Development, Repositioning and Management
- New Business Marketing Strategies and Support
- Print - design through pre-press and production (including trapping and creep adjustments)
- Copywriting (ad copy, brochure, editorial, technical)
- Traditional Advertising - design & copywriting
- Packaging (food, beverage, wine & spirits, toys & cosmeceuticals)
- Catalogs, Sell Sheets, Flyers
- Detailed / Complex Business Forms
- Style Guides
- Media Kits
- Mobile Apps - Design and Wire-framing
- Websites - Specializing in WordPress responsive
- HTML Emails (aka website emails)
- Outdoor Media (OOH)
- Identity Development and Deployment
- Professional Photography
- Hi-End Photo Retouching (complex, color matching, multi-layer editing/compositing)
- Exceptional Typography
- Strategic Social Marketing
- Digital / Social Media-ready Graphics
- Professional Presentations and Infographics - Designing, Producing, Presenting

Computer Skills

- Illustrator
- Photoshop
- InDesign
- Acrobat
- Flash
- WordPress
- Divi Platform
- MS Office
- CPanel (server account management)
- Windows OS
- MAC OS
- Cross-Platform File Utilization
- Movavi

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CLIENT EXPERIENCE LIST

- ABC News
- ABC News VideoSource
- Aberlour Whisky
- Allmetal Corporation
- American Museum of Natural History / OLogy
- Armitron Watches
- Armor All
- Atkins
- AvoSant / AvoProgres / AvoReves
- Bekins
- Bioness
- Britney Spears
- Bulova
- Canei Wine
- Canon / RegalTex
- CatCora (the Iron Chef)
- Century Wellness Center
- Chuck Norris
- Cimco Communications
- Club Decade
- Community Federal Savings Bank
- Dean & Deluca
- Divinitea
- Dodge
- Doral Resorts
- Ednovate College Prep High Schools
- Electronic Arts (The Sims)
- Elizabeth Arden (for soft goods lines)
- Etchart Wine
- Gothspace (in LIVE Beta now)
- Halle Berry
- Hamilton Beach/Proctor Silex
- illy caffe
- Jacob's Creek Wine
- Jameson Whiskey
- Kingsford
- Kobrand



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- Korn Ferry
- Loj (restaurant no longer in business)
- Lorraine Bracco Wines
- Manhattan Fruitier
- Megerian Rugs
- Meristar Hotels & Resorts
- MGM
- Mogulworx
- MTV International
- Nanny Jo (retail brand name for The Super Nanny)
- Oster
- PayPal
- Perrella Management
- PlanetWaves.net
- RegalTex Corporation
- Russ Berrie
- Sebastian's
- Sensis Corporation
- Sheryl Crow / Bootheel Trading Co.
- Smoke (Tony Stewart's Brand)
- SOI Wines [(oops) wines & Barking Sheep Wines]
- SPUD Vodkas
- STP (vintage branding)
- Synegro
- Tegave Mexican Grill
- Thermos
- Too Good (food brand concept for Jenny McCarthy)
- Trade Navigator
- Upstate Ford Dealers Assoc.
- Victoria Varga Jewelry
- WestPoint Stevens / Martex
- Wyndham Estate Wine
- Zohreh Uomo (Manhattan)



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