

# Lisa A. Paitz Spindler

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## Work History

### Graphics Designer/User Interface Designer, July 2006–June 2007

Lenders First Choice — Pittsburgh, PA (HQ: Simi, CA)

- Produced original web site designs and user interface schema to meet documented business requirements.
- Produced solutions for site navigation design and visual execution to user interface specifications for web-based software.
- Identified issues regarding site conformance to brand guidelines and interface consistency and provide design solutions to those issues.
- Translated business requirements and objectives into web designs, interface development, interactive content and presentation development.
- Collaborated with IT staff to deploy and maintain technology solutions.
- Designed presentation graphics as required.

### Designer/Owner 1998–Present

Amber Leaf Creative — Mars, PA

<http://www.amberleafcreative.com>

- Managed web site development for clients through all stages, including estimate creation, project scoping, contract negotiation, domain setup, delivery of final product and site maintenance.
- Designed brand identity and coordinating collateral materials.
- Clients: Tailwinds Communications, Cognitive IT, From the Heart Romance Writers, Authors Leslie Dicken and Tawny Weber

### Web Site Designer, 1997–2006

National Business Aviation Association — Washington, DC

<http://www.nbaa.org>

- Provided art direction for two site redesigns: 1998, 2006
- Developed web style guide, templates, navigation schemas and other branding management materials
- Designed and implemented annual Convention micro-site and handled online show reporting (posting news, presentations, photo galleries and videos — including editing and compression for web delivery)
- Designed banner ads for products, services and events
- Designed and developed association intranet
- Developed digital asset database to archive event photos, logos and videos
- Managed secondary content publishers using Macromedia Contribute
- Collaborated with programmers, writers, editors, print designers and photographers to develop web applications and content
- Produced and integrated dynamic media into site design (Flash, Quicktime, Podcasts)

### Webmaster/Lead Designer, 2004–2006

Asian Business Aviation Conference & Exhibition — Washington, DC

<http://www.abace.aero>

- Provided art direction and design implementation for initial site launch and second year redesign
- Managed site maintenance and development
- Collaborated with translator to provide Chinese mirror site
- Managed online show news, photo galleries and presentations

### Webmaster/Lead Designer, 2003–2006

Latin American Business Aviation Conference & Exhibition — Washington, DC

<http://www.labace.aero>

- Provided art direction and design implementation for initial site launch, and second and third year redesigns
- Managed site maintenance and development
- Managed online show news, photo galleries and presentations

### Webmaster/Lead Designer, 2000–2006

AvKids.com — Washington, DC

<http://www.avkids.com>

- Provided art direction and design implementation for initial site launch
- Managed site maintenance and development
- Provided support in AvKids program development

### **Publications Manager, 1996–1997**

National Business Aviation Association — Washington, DC

- Designed print projects including logos, identity collateral, annual reports, booklets, magazine ads, brochures, posters and signs
- As managing editor of 16-page monthly newsletter: wrote and edited articles, chose graphic content, performed electronic paste-up
- Oversaw account management, spec writing, print buying, proofing bluelines and press checks
- Edited and/or wrote content for print projects

### **Publications Assistant, 1995–1996**

National Business Aviation Association — Washington, DC

- Designed print projects including logos, identity collateral, annual reports, booklets, magazine ads, brochures, posters and signs
- As assistant editor of 16-page monthly newsletter handled electronic paste-up
- Handled spec writing, print buying, proofing bluelines and press checks

### **Television Experience**

Intern, Creative Services, 1991, KDKA-TV — Pittsburgh, PA

Co-Producer & Director, 1991–1992, WCUB-TV — Clarion, PA

Operations Technician, 1989, WJAC-TV — Johnstown, PA

## **Education**

B.S. Communication, 1992

Clarion University of Pennsylvania, Clarion, PA

12 CEUs in graphic design, 1995-2006

## **Technical Proficiency**

### **Design Software**

- Adobe Illustrator
- Adobe ImageReady
- Adobe PhotoShop
- Macromedia FreeHand

### **Multimedia & Digital Video Software**

- Adobe After Effects
- Adobe LiveMotion
- Apple QuickTime
- Apple iDVD
- Apple Final Cut Pro
- Media Cleaner Pro
- Microsoft PowerPoint

### **Web Publishing**

- Adobe GoLive
- Macromedia Dreamweaver
- HTML/XHTML/DHTML
- CSS
- PHP
- WordPress CMS
- Eclipse Designer
- WebMethods Portal Developer

### **Desktop Publishing & Other**

- Adobe Acrobat
- Adobe InDesign
- Adobe PageMaker
- Filemaker
- iView MediaPro
- Microsoft Excel
- Microsoft Word
- Quark XPress

## **Professional Activities & Recognition**

National Association of Photoshop Professionals, Member Since 2004

International Webmasters Association, Member Since 2004

AvKids.com, *USA Today* “Best Bet Education Site”

*Business & Commercial Aviation Magazine* 9/11 Award

References available upon request.

Web Design Portfolio: <http://www.lisapaitzspindler.com>