



Lisa Powell Braun
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● Profile

Highly experienced industry professional with a diverse design background and exceptional talent and ability in graphic design, creative direction and illustration complementing current computer technology skills. Specializing in graphic design (web and print), branding, illustration, textile/surface pattern design and styling.

● Experience

Kappa Publishing- 2018-2023

Illustration and graphic design for children's puzzle and coloring books. Kappa Publishing Group, LLC—Print & Web Design: Book illustrations, book design, website & print ads (current, ongoing, full-time freelance)

Lisa Powell Braun Designs- Freelance 1990–present

Graphic design, surface pattern design, textile design, illustration

Client work:

- Book illustration for "Wake, Sleepy One" (West Margin Press 2022). Book received the 2022 Eureka! Non-Fiction Children's Book Award.
- Book illustrations for "Colors of Loss and Healing" (Rodale Press 2016).
- Book illustrations for "Moods in Motion" (CreateSpace Publishing 2016).
- Berkshire Hathaway—Brochures, flyers, weekly ads for The Philadelphia Inquirer, Architectural Digest, The New Yorker, postcards
- Wyncote Academy—Website Design
- Graphic and product design, and illustration for York Wallcovering

Creative Direction for Zero2Sixty Studio—Oversaw print production locally and in China, design work, coordinated artists' design development and production, trend analysis, design of catalog, email blasts, labels and marketing materials, packaging; large scale signage for trade show; worked with clients.

H2O at Home—Designed print pieces, infographics, and web banners.

Worked directly with an American marketing firm developing products and design for Chinese manufacturer and their client, Walmart.

Create original graphic designs (web and print), illustration and textile / surface design; style print lines for textile manufacturers for the women's wear, junior, sleepwear and intimate apparel, men's wear, children's wear, T-shirt, kitchenware and bedding markets and paper product manufacturers.

Partial client list

Latrice Fashion—website design

ALS Hope Foundation—Non-profit

Walmart—illustration and product development

C Suite Connector—WordPress Web Design

NeuroDetective International, Inc.

Springmaid Home Furnishings

Capezio

JC Penney

K-Mart

Stephen Lawrence Giftwrap

Classico Greeting Cards

Cranes Stationery

Lot.26 Botanica Design Firm

Bed Bath and Beyond

Willis Towers Watson—in-house ad agency—Creative Media Group

The Arro Group

Charming Shoppes—Catherines Division

● Springs Industries—1983-1989

Design Director for Children's Wear Division

Successfully created and implemented childrenswear division and developed seasonal prints and solid color lines. Responsible for developing original print designs and worked closely with customers to achieve their design, printing and budgetary goals. Worked with printing personnel at printing plants approving lab dips and print strike-offs. Managed a large studio developing designs under tight deadlines. Presented print and solid lines to manufacturers and sales force. Traveled globally for line presentations and to research design trends. Helped to increase sales from \$32 million to \$58 million within six years.

● Education

Parsons School of Design—Spring 2014

AAS in Graphic Design-3.77 GPA

Moore College of Art and Design-2010

Certificate in Digital Media for Print and Web Design—Adobe Creative Suite

Syracuse University, College of Visual and Performing Arts

Cum Laude, BFA Textile and Surface Pattern Design

● Skills

Adobe Creative Suite CC • WordPress • Working knowledge of HTML 5, CSS 3 • Hand painting & illustration