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, trend analysis, sales and marketing.

Experience

Lisa Powell Braun Designs 1990–present
Graphic Design, Surface Pattern Design,Textile Design, Illustration

Recent work:
Kappa Publishing–Print & Web Design: Book illustrations, book design, website & print ads (current, ongoing, full-time freelance)
Berkshire Hathaway–Brochures, flyers, weekly ads for The Inquirer, Architectural Digest, The New Yorker, postcards
Wyncote Academy–Website Design
Book illustrations for Rodale Press, West Margin Press & private commissions.
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
The Arro Group
Charming Shoppes–Catherines Division
DePersico Custom Design Group
Stephen Lawrence Giftwrap
Classico Greeting Cards
Cranes Stationery
H2O at Home
Lot.26 Botanica Design Firm
Bed Bath and Beyond
West Margin Press
Berkshire Hathaway Real Estate–real estate marketing materials.
Zero2Sixty Studio
Willis Towers Watson–in-house ad agency—Creative Media Group

Springs Industries–NYC
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