

LISA NEILY

graphic designer



902 430 7997

lisa@lisaneily.com

www.lisaneily.com

PROFILE

Deadline-driven graphic designer recognized for unique and quality design work with over 20 years' experience in the graphic design and pre-press field. Notable expertise in multi-page document layout and formatting and design for print and web. Industry-leading work across sectors and disciplines with impeccable accuracy and project management, strictly adhering to all pre-press specifications. Excellent team player, multi-tasker and collaborator.

TECHNICAL SKILLS



ADOBE CREATIVE CLOUD: Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, Premiere



OPERATING SYSTEMS: Windows and Mac OS environments



MICROSOFT OFFICE: Word, Outlook, Powerpoint, Outlook, Excel



SOCIAL MEDIA: Facebook, Instagram, Twitter, LinkedIn, Tumblr



PHOTOGRAPHY: Digital photography, scanning, photo editing, videography



PRODUCTION: Preparation of files for press, over five years working in a prepress/printing environment



WEB: HTML, WordPress, Drupal, Wix, CSS, MailChimp

WORK EXPERIENCE

Creative Services Specialist

External Affairs – Saint Mary's University, Halifax, NS

August 2021 – Present

- Responsible for consistency of university visual identity
- Collaboration with colleagues to prepare clear and well-considered solutions in a timely manner
- Assisting in the creation of recruitment assets including infographics, presentations, social media ads, posters and other materials to attract potential students
- Creation and facilitation of MS templates for use among staff and faculty
- Providing end-to-end design and development of internal and external materials for board, donors, faculty and other stakeholders
- Photography and video for events, convocation, digital media
- Identifying, creating and being proactive with value-added opportunities, innovative ideas and creative solutions for design and promotional materials
- Liaising with suppliers to ensure high-quality, cost effective and on-time production

Full-time Freelance Graphic Designer

2017 – Present

- Creation of guides, annual reports, multi-part publications, logos, websites, infographics, flyers, presentations, templates, social media graphics, business materials, branding, posters, curriculum and billboards
- Delivery of professional graphic design services for various local, provincial, national and international organizations such as:
 - Legal Information Society of Nova Scotia
 - CIVIX (federal, provincial/territorial and municipal elections across Canada)
 - Courts of Nova Scotia (Executive Office of the Nova Scotia Judiciary)
 - Schulich School of Law at Dalhousie University
 - Acadia University
 - Elizabeth Fry Society of Mainland Nova Scotia
 - Law Foundation of Nova Scotia
 - Canadian Superior Courts Judges Association
 - Nova Scotia Barristers' Society
 - Independent Financial Brokers of Canada
 - Willowbrae Academy Childcare Corporate
 - Westgate Executive Branding and Career Consulting
 - The Voice, Youth In Care Newsletter project

Web & Publications Administrator, Nova Scotia Barristers' Society, Halifax, NS

August 2004 – September 2017

- Responsible for the graphic design, layout and photography for various Society publications including a full colour magazine for the membership and legal community (*The Society Record*) as well as brochures, stationery, annual reports, posters and other branded materials under tight deadlines.
- Compilation of bi-weekly e-newsletter, *InForum*, a communications tool used to update membership with relevant information and events pertaining to the profession and emailed to the membership.
- Development of Society brand guidelines
- Updating and maintaining Society's website as well as developing the look and design of the site in coordination with senior management and web developers.
- Print sourcing, preparing files for press, advertising.
- Co-pilot and planning team member for the "UnCommon Law" initiative, an event designed to bring about open dialogue between youth and members of the legal community.

Instructor (Web Design 1 – HTML; Digital Page Layout 1)

Nova Scotia Community College, Halifax, NS

2003 – 2007 (part-time evenings)

Graphic Designer/Pre-Press Specialist/Customer Service Allegra Print & Imaging, Halifax, NS

1999 – 2004

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TESTIMONIALS

“Through her many years of employment at the Society, Lisa demonstrated strengths including strong interpersonal and communication skills, both written and verbal. Lisa is a strong team player, providing an excellent level of design creativity and support to various teams. Lisa was consistently required to manage a large number of projects simultaneously with varying deadlines and requirements. With these projects Lisa was able to successfully communicate with those involved to provide updates and seek input when required to meet requirements.”

Darrel Pink, Executive Director, Nova Scotia Barristers' Society

“Lisa consistently impresses me with her ability to take simple directions and translate those into beautiful finished products. No matter the size of the project, she devotes the same energy and professionalism into the work. She is incredibly patient and responsive, making sure that every last detail is addressed.”

Jennifer Stairs, Communications Director for the Nova Scotia Judiciary

“Dependable and reliable, we can always count on Lisa to take on any project — especially those with challenging timelines and quick turnarounds. Lisa’s work on our printed resources, posters, flyers, websites and other materials shared with thousands of schools across the country have received nothing but compliments — and have helped to engage hundreds of thousands of students.”

Dan Allan, Director of Content, CIVIX

FORMAL EDUCATION

NSCC Annapolis Valley Campus, Middleton, NS (1997 – 1999)

- Graphic Design program
- Applied Communications Arts program

Atlantic Broadcasting & Media Institute, Halifax, NS (1995 – 1996)

- Broadcasting, journalism and video program

Bridgetown Regional High School, Bridgetown, NS (1993)

- Grade XII, academic honours

PROFESSIONAL DEVELOPMENT & TRAINING

- Mitigating Unconscious Bias, NSBS Professional Development (facilitated by Laraine Kaminsky) – May 2017
- Cultural Competence NSBS Professional Development (facilitated by Robert Wright) – Halifax, NS, January 2016
- Drupal 2-day training workshop – New York, NY, March 2014
- Photoshop World Conference, National Association of Photoshop Professionals – Las Vegas, NV, September 2011
- InDesign Workshop, Mogo Media – New York, NY, November 2010
- Photoshop World Conference, National Association of Photoshop Professionals – Orlando, FL, March 2010
- Dealing with Difficult Clients, NSBS Continuing Professional Development – Halifax, NS, 2010
- Lighting for Digital Photography, NSCAD University Continuing Education – Halifax, NS, 2008
- PHP Level 1, Dalhousie University Continuing Education – Halifax, NS, 2008
- Adobe InDesign Seminar, National Association of Photoshop Professionals – New York, NY, 2007

SELECTED VOLUNTEER EXPERIENCE

East Coast Prison Justice Society

- Poster design (2017, 2018)

Alice Housing

- Design of poster for “Merry Christmas, Alice!”

Bide Awhile Animal Shelter

- Volunteer of the Year 2013
- Design for 2011, 2012, 2013 fundraising calendar
- Layout of the bi-annual newsletter (2007–2013)
- Member of the Pet Photo Challenge Committee where I managed electronic photo entries for the annual calendar campaign (2006–2010)

Legal Information Society of Nova Scotia

- Creation of legal resources brochure
- Updating public information materials for Divorce Kit

To view an online portfolio of a selection of my work, and for work testimonials, please visit www.lisaneily.com.

 LinkedIn profile: [linkedin.com/in/lisa-neily-49b4a429/](https://www.linkedin.com/in/lisa-neily-49b4a429/)