

lisa rovira

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EXPERIENCE

Tool of North America

Senior Designer

Santa Monica, CA; March 2017-Present

Visual design for creative services, internal marketing, and interactive user experiences. Lead design efforts for social media presence across all platforms. Design support for live action commercials, interactive installations, and user experience testing. Update and maintain internal website, design email newsletters, and create high-profile pitch materials.

eHarmony.com

Senior Marketing Designer

Los Angeles, CA; August 2013-February 2017

Design and coding for eHarmony's marketing campaigns from concept to execution. Design work included banner ads, emails, landing pages, UX, infographics, print collateral, key art, social media campaigns, and branded internal presentations. Provided art direction on numerous "Success Couple" photoshoots.

SapientNitro

Digital Designer

Miami, FL; August 2011-July 2013

Lead designer for Fiat USA, including interactive experiences for Fiat Abarth and Fiat 500e. Created banner ad campaigns, social media artwork, and website design. Designed branded company and client presentations and pitch materials.

Premier Worldwide Marketing

UX/UI Designer

Coral Gables, FL; May 2011-August 2011

3-month project to manage complete redesign of Karisma Hotels Wedding module. UX design and coding, from wireframes to development.

Knight Center for International Media

Multimedia Designer

Coral Gables, FL; May 2009-May 2011

Design for online and print media, including the redesign of OneWater.org, the Knight Center website, and print booklets. Worked closely with documentary filmmakers on movie key art and landing page design.

Freelance Design & Art Direction

Create websites, logos, and corporate branding packages for a wide range of clients. Design full film marketing packages for various independent film projects.

EDUCATION

University of Miami

Bachelor of Science in Communication

Majors in Visual Journalism & Graphic Design

Summa Cum Laude

2007-2011

SKILLS

Software

Adobe Photoshop, Illustrator, Dreamweaver, Flash, InDesign, Lightroom, After Effects, Premiere, Sketch, Final Cut, Keynote, Microsoft Office Suite

Code + CMS

HTML/CSS, Wordpress, Apostrophe, Squarespace, ExpressionEngine

CLIENTS

eHarmony, Google, Chrysler, Dodge, FIAT, Jeep, Ram, Tinder, Postmates, Microsoft, Samsung, Boys & Girls Clubs of America, Hampton Inn, Capital One, Regions Bank, Travelers Insurance, JCPenney, AARP, TIAA

AWARDS & HONORS

W3 and Telly Awards, Gold and Bronze

Advertising award for design work on the FIAT Eco-Sexy campaign for the FIAT 500e electric vehicle with SapientNitro.

Creativity International Media Award, Gold

Advertising award for design work on the FIAT Abarth Takeover campaign with SapientNitro.

Art Basel Miami

Mechanomorphic Exhibition, 2010

Digital photo illustration "To Grow a Home" exhibited at the Wynwood Project Space during the international art festival.