

# ***lisa rovira***

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## **EXPERIENCE**

### **Publicis Sapient**

*Senior Designer*

Los Angeles, CA; August 2018-Present  
Design and art direction for Samsung digital marketing campaigns from concept to execution. Design email and landing page experiences within Samsung brand guidelines. Lead and mentor junior designers. Work closely with Creative Directors and Project Managers to launch successful email campaigns. Played a key role in the creative execution for the past four Samsung flagship device launches.

### **Tool of North America**

*Senior Designer*

Santa Monica, CA; March 2017-July 2018  
Designed high-profile pitch materials for live action commercials, interactive user experiences, and digital executions. Led design efforts for internal marketing and social media presence across all platforms. Updated and maintained internal website, created email newsletters, and designed event invitations.

### **eHarmony.com**

*Senior Designer*

Los Angeles, CA; August 2013-February 2017  
Design and coding for eHarmony's marketing campaigns. 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 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.

### **Knight Center for International Media**

*Multimedia Designer*

Coral Gables, FL; May 2009-July 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 key art and landing page design.

### **Freelance Design & Art Direction**

Create websites, logos, and branding packages for a wide range of clients. Design film posters, social media artwork, trailer key art, and film credits for various entertainment clients.

## **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, InDesign, Dreamweaver, Flash, Lightroom, After Effects, Premiere, Sketch, Final Cut, Keynote, Google Slides, Microsoft Office Suite

### **Code + CMS**

HTML/CSS, Wordpress, Squarespace

## **CLIENTS**

Samsung, Overbrook Entertainment, Forbes, eHarmony, Google, Chrysler, Dodge, FIAT, Jeep, Ram, Tinder, Mend, Postmates, Microsoft, Miller/Datri Entertainment, 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.