

# ***lisa rovira***

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## **EXPERIENCE**

### **Publicis Sapient / Razorfish**

*Senior Art Director*

Los Angeles, CA; August 2018-Present

Hands-on Art Director for Samsung digital marketing campaigns from concept to execution. Lead team of designers in creative design and animation development across multiple campaigns. Provide art direction, design email and landing page experiences within Samsung brand guidelines. Work closely with Creative Directors, Developers, Project Managers, and Account Directors to launch successful marketing campaigns. Played a key role in the creation of creative campaigns for the past six 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.

## **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, XD, Dreamweaver, Flash, Lightroom, After Effects, Premiere, Sketch, InVision, Keynote, Google Slides, Microsoft Office

### **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.