

LISA J. BUSCH

Experienced production designer/graphic designer adept in both print and digital mediums. I have worked on grand openings at BJ's Wholesale club for the past 5 years, driving membership goals and expanding our range of assets. I am particularly competent in direct mail, OOH projects and managing a high volume of work. My soft skills include collaborating well with teammates and an innate curiosity to learn new tricks, programs and techniques.

CONTACT

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- 📍 Westford, MA

LISAJBUSCH-DESIGN.COM

Portfolio

SKILLS / SOFTWARE

Adobe Acrobat
Adobe After Effects
Adobe Animate
Adobe Dreamweaver
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
HTML
Microsoft Word & Excel
Proofreading

EDUCATION

Michigan State University
College of Communication Arts
and Sciences
Bachelor of Arts in Advertising

Columbia College Chicago
Art and Design Department
Bachelor of Fine Arts in
Graphic Design

PROFESSIONAL EXPERIENCE

BJ's Wholesale Club / Marlborough, Massachusetts

2/20 - present Senior Graphic Designer

7/15 - 2/20 Studio Production Designer

- Creative point-person in the marketing launch of all new clubs in new and existing markets
 - Work closely with our agency partner to create and provide various assets for OOH boards, digital display banners, social and other grassroots marketing assets
 - Partnered with internal stakeholders to drive membership signups pre- and post-open for new clubs; this was partially accomplished by direct mail and various other vehicles
 - Create collateral pieces as part of a "welcome bag/package" for new club members
- Work in multiple channels on a daily basis: direct mail, outdoor boards, coupon mailers, in-store signage, emails, banner ads, minisites and social media posts
- Design various collateral pieces using established assets
- Utilize AI technology to enhance and tailor images
- Designed compelling covers for the Smart Saver coupon booklet as well as inside category pages
- Photographed various products for silhouette and lifestyle shots

Euro RSCG Chicago / Chicago, Illinois (now Havas Chicago)

7/08 - 1/12 Digital Artist

10/04 - 7/08 Junior Digital Artist / Digital Artist Freelancer / Digital Artist Intern

Accounts Served: Sprint, Citibank, Sears, Kraft, Effen, Barilla, Fleet

- 7 years of experience keylining, retouching images and preparing files for release
- Extensive experience in direct mail as well as out-of-home, magazine ads, boxes/packaging, point-of-purchase and interactive projects
- Researched and purchased stock photography

Site Design Group, Ltd. (Landscape Architecture) / Chicago, Illinois

8/02 - 9/04 Marketing Manager

- Prepared new business proposals for both private architecture firms as well as city agencies (e.g., Chicago Park District, City of Chicago, Chicago Public Schools)
- Worked on team to redesign marketing materials and collaborated on website redesign

Optimedia International (Publicis) / Chicago, Illinois

5/00 - 4/02 Media Planner

Accounts Served: Whirlpool, Rotary International, OfficeMax, Del Webb and Shoney's

- Planned spot TV and cable, spot radio, national and international print media
- Developed strategic target and media recommendations

TBWA Chiat/Day (Zimmerman & Partners) / Oak Brook, Illinois

5/99 - 4/00 Junior Media Planner

Media Planner for Nissan regional marketing initiatives

- Managed budgets by market
- Prepared reports detailing spending by product and by month, market and medium

Rodi Platcow Malin Advertising / Chicago, Illinois

9/97 - 4/99 Account Executive / Associate Market Manager

Accounts Served: Fidelity Federal Savings Bank, Comark, Volvo Chicagoland Dealers and other various automotive dealerships

- Managed Fidelity Federal Savings Bank account
- Devised media plans for Fidelity and negotiated radio buys for various clients