

# lisa paravano

Hey! I'm Lisa, an art director and designer. My favorite projects involve design for social media, and conceptualizing/producing narrative-rich campaigns. A Parsons graduate with a love for drawing, I use inspiration from film and fine art to breathe life into branded content.

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## EXPERIENCE

### ART DIRECTOR Tulle New York / New York / May 2021 - Present

- Responsible for social and web content, whether this involves producing in-house photo/video/designs or selecting and coordinating talent
- Distilling the designer's thoughts & inspirations into campaign concepts
- Leading strategy sessions with the small team to create and follow brand guidelines
- Redesigning the website and reworking copy to reflect the brand's pivot

### JUNIOR ART DIRECTOR Tulle New York / New York / February 2021 - May 2021

- Created and managed social media content for Instagram, TikTok and Facebook
- Collaborated to prepare shoot direction, and coordinated effective execution on set
- Implemented the brand voice consistently across all channels

### GRAPHIC DESIGNER Ivory Ella (Part Time) / New York / March 2021 - December 2021

- Designing T-shirt graphics, email marketing visuals, and web assets
- Formatting line sheets, wholesale catalogs, and apparel artwork files in Adobe Illustrator
- Retouching and editing e-commerce imagery for web and wholesale in Adobe Photoshop

### FREELANCE DESIGN & RESEARCH Select Clients Below / May 2018 - Present

#### Market Researcher - Paris New York Consulting

- Conducted consumer and competitor research for multiple fashion clients
- Analyzed e-commerce and social media strategies of competing retailers

#### Content Design Manager - Wiltshire Studios

- Designed, planned and managed content for Instagram, Facebook & Youtube
- Designed instructional materials such as PDF workbooks and slide decks

#### Graphic Designer - Pamela Dale Inc

- Designed logos, digital assets, social media visuals & instructional materials
- Worked on multiple ongoing client projects, ranging from the beauty industry to healthcare and education

### GRAPHIC DESIGN INTERN L'Officiel Magazine / New York / September 2019 - December 2019

- Designed pitch decks, including required mock-ups and copy editing
- Created 4 visuals published in the digital magazine & animated 1 digital cover
- Reworked and adapted pitch decks sent to several potential partner brands

## EDUCATION

### PARSONS

*School of Design (New York, USA)*

Bachelors of Business Administration:  
Strategic Design & Management  
Graduated December 2020

## SKILLS

### TECHNICAL

Adobe Illustrator  
Adobe Premiere Pro  
Adobe Photoshop  
Procreate on iPad  
Adobe InDesign  
Figma

### PROFESSIONAL

Art Direction  
Team Coordination  
Graphic Design  
Video Editing  
Digital Illustration  
Copywriting  
Content Creation & Planning  
Web Design (Shopify, Wordpress)  
Public Speaking  
Fluent in Italian