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[sullodesign.com](http://sullodesign.com)

A hands-on creative professional with demonstrated ability to interpret business objectives into smart, consistent visual brand strategies and design solutions. Unique design experience in logo design, business systems, information graphics, icon development, marketing/promotion with an editorial design approach to website design. A seasoned graphic designer particularly successful in cultivating collegial & sustainable relationships with clients, design teams, web developers, illustrators, photographers, copywriters, and vendors.

## EXPERIENCE

### **Creative Director / Designer**

Sullo Design  
present

- Delivers thoughtful visual brand identity and communication solutions. Identifies and communicates brand attributes through consistent image & messaging, color palette, and typographic hierarchy. Produced new visual branding and brand refreshes for clients in healthcare, public health, finance, landscape architecture, and biotech

### **Senior Designer**

Design & Co  
2006 - 2013

- Originated & created effective logo design and visual brand systems guidelines with clients from start-ups to established firms including top companies in architecture, landscape architecture, construction, real estate, pharmaceuticals, food service, and engineering
- Improved client relationships, at the senior level, leading through a deliberate design process of discovery, brand attribute development, concept development, messaging, design development and production coordination
- Managed design projects from concept to production coordination with careful attention paid to schedule, scope, and budget
- Skillfully lead & articulated design presentations
- Simplified D&CO studio-wide procedures toward a more streamlined process
- Provided creative guidance, advise and motivation to junior design staff
- Built and maintained trusting relationships with clients, design teams, photographers, illustrators, writers, web developers and vendors

### **Marketing Design Manager**

The Boston Globe  
1991 - 2005

- Accomplished the highest quality of sustainable brand and design standards for company-wide business efforts and consumer marketing
- Produced cohesive marketing design strategy for all major campaigns including: Spotlight, Globe Santa, Salute to Nurses, Boston Globe Jazz Festival, BostonWorks (former Globe recruitment advertising)
- Increased classified advertising sales by re-branding all in-paper promotion, improving messaging and design, typographic, photographic standards
- Directly advised and trained a design team of 15, leading by example, to obtain high performance and award-winning work
- Prepared and delegated project assignments to in-house & freelance design team
- Collaborated on the installment of a new work-flow process to increase productivity





## PRIOR EXPERIENCE

- Design Consultant**  
Cambridge MA
- Spearheaded the redesign of Northeastern University's Alumni Magazine, established high-quality art direction, and executed new design of bi-monthly publication
  - Provided visual communication solutions for clients including The Commonwealth of Massachusetts Governor's office, Bose Corporation, and Houghton Mifflin Company
- Design Supervisor/  
Editorial Designer**  
The Boston Globe, Boston MA
- Translated daily news stories and complicated data into understandable information graphics for all sections of the newspaper including: Spotlight, Health/Science, Business, and Sports
  - Created and implemented Boston Globe Information Graphics Design Style
  - Advised and motivated information graphics design team
  - Improved the art direction and editorial design of weekly and special sections
  - Collaborated with editors, writers, reporters, illustrators, and photographers on photo shoots to create award-winning page designs.
- Associate Art Director**  
Inc Publishing Co, Boston MA
- Art direction & design of monthly business magazine
  - Formulated creative concepts with photographers, illustrators, and writers
  - Provided creative guidance on photo shoots
- Assistant Art Director**  
Boston Magazine, Boston MA
- Art direction & design of monthly city magazine
  - Collaborated with photographers, illustrators, and writers on creative concepts
  - Provided creative guidance on photo shoots

## ACHIEVEMENTS

- Education** Syracuse University, BFA in Visual Communication, Cum Laude
- Awards** Print Regional Design Annual, AIGA, Graphic Design USA In-House Design, Society of Newspaper Designers, Hatch, International Newspaper Marketing Association, United Press International, National Association of Government Communicators, South Shore Ad Club Ninth Wave Awards, Society of Marketing Professionals (SMPS) Boston
- Work Featured** *Logo Lounge - Master Library, Logo Lounge 5, Print Regional Design Annual, Editor & Publisher* magazine
- Qualities & Skills**
- Expert ability in developing consistent visual languages that inform through color palette, photography/illustration, and typography
  - Excellent well-prepared presentation and communication skills
  - Comfortable providing creative guidance, motivation and leading by example
  - Strength in building professional & sustainable relationships
  - Superior competence in print production coordination & press run supervision
  - Ability to organize, prioritize within scope and deadlines
  - Daily utilization of Adobe Creative Suite & Microsoft Office

