



lisetarias.com  
linkedin.com/in/liseta

Palmdale, CA  
(818) 744 4633  
info@lisetarias.com

I am a passionate graphic designer dedicated to elevating brands through innovative marketing and branding strategies. My mission is to visually articulate and amplify a company’s core values, ensuring that every design element not only captures attention but also communicates the essence of the brand, ultimately contributing to the realization of its mission and goals.

## EDUCATION

California State University,  
Northridge  
• Bachelor of Arts, Art  
• Graduated May 2010  
• Cumulative Undergraduate  
GPA: 3.16

## EXPERTISE

- Graphic Design
- Branding
- Project Management
- Email Marketing
- Event Production
- Digital Advertisement
- Traditional Marketing
- Digital Ads

## SKILLS

- Adobe Creative Suite
- Photoshop
- Illustrator
- InDesign
- Active Campaign
- Canva/Adobe Express
- Mail Chimp
- Monday.com
- MS Office
- Acrobat

## INTERESTS

- DIY Home Decor
- Event Signage
- Interior Design
- Pattern Design

## LANGUAGES

- English (Native)
- Spanish (Native)  
Written & Verbal

## WORK EXPERIENCE

### Dearborn Designs-Owner | March 2023 - Present Dearborn Designs, Palmdale Ca

- Established and operate a successful Graphic Design small business, specializing in personalized designs for diverse customer needs.
- Conceptualize and craft original graphics, including logos, brochures, and event signage for temporary activations or permanent sites.
- Conduct client meetings to define project scope, discuss needs, review budget, and provide timelines. Present rough drafts and ideas to finalize design direction.
- Manage end-to-end project execution, liaising with customers, connecting with external vendors, preparing production files, and ensuring on-time and accurate order delivery.
- Maintain a strong online presence through website and social media accounts to showcase services and attract clients.
- Strategically oversee business costs, projected sales, and product needs. Keep meticulous records of all sales and expenses to ensure financial transparency and accountability.

### Director of Creative Production | October 2021 - March 2023 AIDS Healthcare Foundation, Los Angeles CA

- Led a team, including an Associate Design Director and a graphic designer, to elevate the quality of marketing deliverables and production.
- Collaborated with marketing directors and team leads to create cohesive quarterly campaigns reflecting the essence of the AHF brand and mission.
- Formulated and executed strategic design deliverables across digital, print, social assets, and global event activations.
- Executed tailored strategic design plans for various business lines, including AHF Healthcare Centers, AHF Pharmacy, Out of the Closet Thrift Stores, and AHF Wellness Centers.
- Oversaw all design projects and internal meetings, fostering collaboration within the Design team.
- Cultivated professional relationships with Regional Directors, Pharmacy Sales Reps, Business Line Leads, and Global Marketing counterparts.
- Devised and implemented a solution for on-demand access to branding deliverables through AHF’s Brandfolder, providing access to over 1500 approved assets for staff, vendors, and stakeholders.



## **WORK EXPERIENCE**

### **Associate Director of Creative Production | March 2020 - October 2021**

#### **AIDS Healthcare Foundation, Los Angeles CA**

- Led design production and a dynamic team, executing visual strategies for AHF across diverse initiatives.
- Established Florida AIDS Walk branding, raising \$1.5 million annually; directed event signage, advertising, and participant gear.
- Ensured timely and budget-compliant completion of design items, maintaining operational efficiency.
- Pioneered AHFshop.org, optimizing operations for branded merchandise, achieving 10%+ annual cost savings.
- Developed trend-aligned design concepts for quarterly campaigns, including resizing key artwork and creating impactful promotional materials.

### **Creative Production Manager | June 2017 - March 2020**

#### **AIDS Healthcare Foundation, Los Angeles CA**

- Led a two-member design team in creating designs for marketing to external clients as well as internally for staff across national departments.
- Prioritized tasks, streamlined workflow, and ensured timely delivery of company requirements.
- Managed concurrent large-scale projects with an annual scope of up to \$100,000, overseeing design, quoting, and execution.
- Orchestrated the distribution of promotional materials for nationwide events, demonstrating efficiency and effectiveness.
- Executed design, layout, and production of various visual assets, including Mobile Testing Unit wraps, signage, logos, leaflets, print ads, social media graphics, and marketing collateral for all AHF business lines.

### **Creative Design Coordinator | July 2015 - June 2017**

#### **AIDS Healthcare Foundation, Los Angeles CA**

- Supported design and production of impactful print communications (direct mail, brochures, logos, and national ads).
- Managed end-to-end print production, coordinating development and delivering electronic files to vendors.
- Led development, implementation, and evaluation of business line campaigns, ensuring seamless coordination.
- Designed materials for Events, Print Ads, Web, Communications, and Social Media teams.
- Generated concepts and presentations for national and global marketing, promotions, and client-facing collateral, enhancing dynamic marketing strategies.

### **Community Schools Project Coordinator | September 2010 - July 2015**

#### **Youth Policy Institute, Los Angeles CA**

- Managed daily operations for 6th-8th-grade programming at Maclay Middle School.
- Supervised on-site coordinators and student tutors to ensure organizational compliance.
- Collaborated on developing a parent center, providing workshops on nutrition, communication, arts, and health.
- Implemented creative teaching strategies to inspire students in extracurricular activities.
- Led a 4-week beautification and mural project for ten students, promoting creativity and community involvement after school.