



PROFESSIONAL EXPERIENCE

O'TOOLE DESIGN ASSOCIATES

JUNE 2018 - PRESENT

CREATIVE DIRECTOR

Develop environmental graphic design solutions in collaboration with interior design and architectural teams for signage/wayfinding, logos/branding guidelines, window film/acoustical panels, donor walls, history/vision walls, and branded environments ▪ Manage procurement and implementation of design products as a profit maker, working directly with production and installation teams ▪ Assist interior designers with Photoshop renders ▪ Develop marketing packages for RFP's and RFQ's (including copywriting and graphics) ▪ Create communication and graphic guidelines for O'Toole ▪ Coordinate social media and website posts to send a consistent brand message ▪ Developed and implemented year-long social media campaign highlighting 25th anniversary ▪ Instituted company wide project management software (Asana) ▪ *First Graphic Designer hired at O'Toole*

CLIENTS

Alpha Packaging ▪ Crepes, etc. ▪ Jewish Federation of St. Louis ▪ Jewish Community Centers of Kansas City & Omaha ▪ Kirkwood Performing Arts Center ▪ Missouri Terrazzo ▪ Saint Louis Bank ▪ The District/The Music Factory ▪ The Staenberg Group ▪ Washington University in St. Louis

LIPIC'S ENGAGEMENT

JANUARY 2015 - MAY 2018

CREATIVE DIRECTOR

Created customized design solutions including donor walls, volunteer recognition installations, graduation recognition signage, custom awards, branding and marketing strategies, websites, and employee engagement programs ▪ Developed and implemented four internal project management portals with 18 templates and subsequent processes to manage creative workflow ▪ Supervised 5-person Creative Department, as well as managed recruitment, onboarding, reviews, and career paths ▪ *500% revenue growth over projected revenue on pilot wellness program ▪ 88% annual revenue growth after client's initial Hall of Fame project*

CLIENTS

Affinia Healthcare ▪ Angels' Arms ▪ Big Brothers Big Sisters of Eastern Missouri ▪ Cardinal Glennon Children's Hospital ▪ Maryville University ▪ School District of Clayton ▪ Sean Fuller's Faith Goals Life ▪ Youth in Need

LIPIC'S ENGAGEMENT

MAY 2010 - DECEMBER 2014

DIRECTOR OF ART AND OPERATIONS

Conceptualized and created senior level design projects including donor and hall of fame installations, custom awards, branding, direct mail pieces, promotional products, marketing collateral, and recognition programs ▪ Supervised 8-person Art & Operations Department, as well as managed recruitment, standardized on-boarding, provided reviews, developed employee career paths, and performed general HR duties ▪ Integral partner in developing a new employee engagement portal from concept to completion

CLIENTS

Nerinx Hall ▪ Schnucks ▪ St. Louis Area Foodbank ▪ St. Louis Sports Commission ▪ Washington University in St. Louis ▪ Veiled Prophet

LIPIC'S ENGAGEMENT

JANUARY 2006 - APRIL 2010

ART DIRECTOR

Created complete design solutions for clients from initial consultations to design development and execution, including logos, branding collateral, marketing solutions, and installation designs ▪ Proficiency in decoration techniques and art requirements for promotional product industry ▪ Implemented a year long Service Award program project - including both digital and print components - resulting in 70 new program clients over the following decade ▪ *\$500,000/year revenue increase in program business for past 10 years ▪ 300% increase in account sales after client's logo creation*

CLIENTS

Downtown Children's Center ▪ Emerson ▪ Energizer ▪ Rockwood School District ▪ St. John Vianney High School

LIPIC'S ENGAGEMENT

MAY 2002 - JANUARY 2006

GRAPHIC DESIGNER

Provided artwork and logos for promotional products ▪ Maintained and published monthly service award materials for over 30 clients

EDUCATION

BACHELOR OF FINE ARTS, VISUAL COMMUNICATIONS

Truman State University
Kirksville, Missouri

COMMUNITY

ANGEL'S ARMS JUNIOR BOARD

Board Member ▪ 2012-2018
President ▪ 2016-2017
Vice President ▪ 2014-2015

BIG BROTHERS BIG SISTERS VOLUNTEER BIG SISTER

Pending Spring 2020

TECHNICAL

ADOBE ILLUSTRATOR



ADOBE PHOTOSHOP



ADOBE INDESIGN



MICROSOFT OFFICE



CADTOOLS



WIX



SKILLS

ENVIRONMENTAL



BRANDING



CONVERSATIONAL



PROJECT/TIME MANAGEMENT



COPYWRITING

