

Lisa Maxwell, Creative Director

 Art Director • Advertising • Graphic Design • Web Design 15 Oakcrest La, Hastings on Hudson, NY 10706
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Specialties

Art direction, graphic design, web design
.Advertising, pharmaceutical advertising.
Branding, conceptual thinking, strategic direction
Adobe InDesign, Photoshop & Dreamweaver

Background:

Lisa is a multi-faceted creative person who began her career in advertising and has expanded her talents into many areas beyond.

Upon graduating Parsons School of Design, Lisa started working at the venerable Madison Avenue ad agency, Young & Rubicam, working from the beginning on major national advertisers producing TV and print for clients like General Foods and Bristol Meyers. Her print work on the Oil of Olay account won awards and gained her notice in industry publications.

She moved on to Backer & Spielvogel where she worked on television commercials for everything from the Miller Brewing Co, to Campbell's Soup to Helene Curtis --for which she won 2 Effie awards.

From there she moved to McCann Erickson as Creative Supervisor producing a national TV campaign for Coca Cola and print on L'Oreal cosmetics.

She has since worked on staff at Euro RSCG, and freelanced at Saatchi & Saatchi, Grey Advertising, Draft FCB, and many others.

Her pharmaceutical experience runs the gamut: At Grey Worldwide she produced TV and print for Pfizer introducing Serevent and Flovent with Jackie Joyner Kersee. She worked on the pitch for Cialis, which the agency won and still has today.

At Saatchi & Saatchi Healthcare she worked on the pitch for Chantix. At Pace, (Lowe Healthcare) she worked on several print and television campaigns for the birth control drugs, Seasonale, Seasonique and Paragard.

Additionally, Lisa has worked on an array of graphic design, web site and advertising projects for private clients.

Lisa has been working with the Macintosh computer since its inception. Completely self-taught, she has parlayed her expertise in Adobe InDesign, Photoshop and Dreamweaver into teaching others. For the past ten years, she has been an adjunct instructor at SUNY WCC Center for the Arts. She's also taught at FIT, and most recently joined the Media Arts Graduate program at Sacred Heart University. She has been a private tutor in all three applications as well.