

KELLY N. EISMANN

6022 Adobe Falls Road . San Diego CA 92120 . Ph: 619.341.2459 . E: eismanndesign@yahoo.com

Graphic Designer

PROFESSIONAL SKILLS

Digital Illustrator

Art Director

Web Designer

Flash Animator

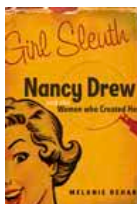
Packaging Designer

Creative Director

Interactive Marketing

- Expert in Adobe Photoshop and its applications, including advanced photo manipulation, professional color correction, photo collage and digital illustration.
- Mastery of design software and related technology, maintaining an active awareness of industry trends and evolutions, both aesthetic and technological.
- Extensive experience in Flash animation design and construction, HTML, CSS, actionscripting, graphic creation, and web site planning.
- Experienced in marketing coordination, planning, and targeted campaign development for print, web and interactive media, managing projects from conceptualization through all stages of creative development.
- Highly talented in the area of creative resource development, including commissioning and acquisition through reps and freelance contractors, successful budget management within financial guidelines, forensic image researching, and management of high-profile client relations.
- Experienced in photo shoot art direction and planning, including model and photographer selection.
- Extensive experience in troubleshooting and efficiency enhancement of design development methodologies, including IT collaboration, research and development, and new product testing.
- Well regarded for strong sense of teamwork and focused efforts on process enhancement, both internal and external, promoting clear communication with all partners and stakeholders.
- Experienced in staff management and development; my easy, informal manner makes me an effective coach and instructor, motivating and encouraging others through the exploration of new techniques.
- Highly experienced in digital and offset printing processes, including pre-press and on-press color correction.
- Experienced in writing, editing and proofreading copy for marketing and informational purposes.
- Mastery of the following Macintosh and Windows software:
 - Adobe InDesign
 - Adobe Dreamweaver
 - XHTML
 - XML
 - Adobe Photoshop
 - Adobe Flash
 - Actionscript
 - Final Cut Pro
 - Adobe Illustrator
 - Adobe Fireworks
 - Javascript
 - Quark Express
 - Adobe Acrobat Pro
 - CSS

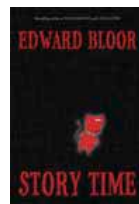
AWARD-WINNING DESIGNS



Art Direction and Design for *Girl Sleuth*



Art Direction and Design for *Ash & Bone*



Art Direction, Illustration and Design for *Story Time*



Art Direction and Design for *Cyrano*



Art Direction and Design for *A Northern Light*



Art Direction and Design for *Whales on Stilts*

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Graphic Designer

PROFESSIONAL EXPERIENCE

Digital Illustrator

EISMANN DESIGN, *San Diego, California*

Creative Director & Designer

June 2001 to Present

Art Director

- Own and operate Eismann Design, an art studio specializing in graphic and web design, packaging design, digital illustration, and flash animation
- Art direct and design a wide-range of projects, including high-end interactive marketing pieces for both print and web applications, book jacket design and illustration, web design and flash animation, and brand development
- Create targeted marketing campaigns for print, web and interactive media, including product design and development
- Photo shoot art direction, including model and photographer selection, and forensic image researching
- Highly experienced in creative resource development, including the commission and acquisition of art through reps and freelance contractors

Web Designer

Flash Animator

THE ART INSTITUTE OF CALIFORNIA, *San Diego, California*

Part-Time Faculty

January 2009 to Present

Packaging Designer

- Part-time Instructor in the Fashion Marketing and Management department, teaching project-based art classes in catalog development, print and web design, and e-commerce site development, including multi-level instruction of the Adobe Creative Suite
- Art direct and oversee approximately 50-75 student projects per quarter

Creative Director

HARCOURT TRADE PUBLISHERS, *San Diego, California*

Assistant Art Director, Senior Packaging Designer

June 2000 to December 2001, September 2002 to June 2008

Interactive
Marketing

- Art directed and designed, and digitally illustrated 150-200 book jackets annually for adult and teen book titles
- Art directed and designed four annually-produced product catalogs (each over 90 pages)
- Art directed and designed high-end interactive marketing pieces for both print and web applications
- Created targeted marketing campaigns for print, web and interactive media, managing projects from conceptualization through all stages of creative development
- Oversight and development of a staff of 4-5 designers
- Coordination, management and creation of 75-100 projects at a time
- Creative resource development, including the commission and acquisition of art through reps and freelance contractors
- Photo shoot art direction, including model and photographer selection, and forensic image researching
- Expertise in all methods of current digital proofing techniques for print, web and electronic delivery
- Development and management of high-profile client relations
- The "Go-To" expert for troubleshooting software and hardware issues, including IT collaboration
- Experienced in research and development, and new product testing, efficiency enhancement and development of both local and company-wide methodologies

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Graphic Designer

PROFESSIONAL EXPERIENCE (cont.)

Digital Illustrator

SCHINDLER MARKETING GROUP, *San Diego, California*

Graphic Designer, Production Manager

November 1998 to June 2000

Art Director

- Produced all advertising, marketing and web-based media for a fast-paced advertising agency
- Oversight of all areas of production and project management, including all pre-press and press-checks
- Experienced in all areas of agency life, including oversight of weekly production meetings, scheduling, and commissioning freelance contractors
- Photo shoot art direction, including model and photographer selection
- Development and management of client and vendor relations

Web Designer

TAANG! RECORDS, *San Diego, California*

Graphic Designer, Web Master

August 1996 to February 1997, December 1997 to November 1998

Flash Animator

- Art direction, design and creation of all print and web-based media for the record label and the stable of signed bands, including CDs, LPs, ads, product catalogs, and clothing design
- Website planning, construction and maintenance
- Project scheduling, pre-press and production management
- Creative resource development, including the commission and acquisition of art through reps and freelance contractors

Packaging Designer

Creative Director

FREELANCE CLIENTS

California Association Of Colleges Of Nursing
California Academy Of Sciences
California State University, Sacramento
Cardiff Software
Colorado Spring Water Company
Dead Girl Walking Productions
Event Network, Inc.
First National Bank
The Florida Aquarium, Tampa Bay
Ford's Theater

Garden of the Gods, Colorado Springs
Greenfield Village/Henry Ford Museum
Harry Potter: The Exhibition
Houghton Mifflin Publishers
Harcourt Trade Publishers
Mystic Aquarium
Penguin Books
Touro University, Nevada
United Federation Of Doll Collectors
Walt Disney Corporation

Interactive
Marketing

REFERENCES

Vaughn Andrews

Former supervisor at Harcourt Trade Publishers
619.742.3488

Melissa Coffey

Client and Colleague, CEO of Dead Girl Walking Productions
619.964.8004