

LISA LAWSON

GRAPHIC DESIGNER & MARKETING PROFESSIONAL

LAWSONDESIGNS.CO | 507-766-1053 | LMLAWSON14@GMAIL.COM

SUMMARY

Graphic designer and marketing professional with over 15 years of experience creating brand-aligned print and digital design across higher education, corporate, and community environments. Experienced in visual identity systems, large-scale print materials, and maintaining brand consistency across multiple locations and campaigns.

CORE SKILLS

- Graphic Design & Visual Identity
 - Branding & Brand Standards
 - Print & Digital Design
 - Marketing Communications
 - Adobe Creative Cloud
 - Layout & Typography
 - Large-Format Signage
 - Web & Social Design
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EXPERIENCE

Marketing Director

2019 - 2026

Chartwells Higher Education - St. Cloud, MN

- Led graphic design and branding initiatives across campus dining locations, producing print and digital materials including signage, menus, promotions, and digital displays.
- Ensured brand consistency across multiple locations and campaigns through established visual standards and templates.
- Selected to the Chartwells Higher Education national graphic design team, contributing to brand-aligned campaigns used across college campuses nationwide.
- Collaborated with cross-functional teams to translate marketing goals into clear, effective visual solutions.

Marketing Communications Coordinator

2016 - 2018

Blattner Energy - Avon, MN

- Designed company-wide marketing and branding materials including trade show graphics, advertisements, templates, and internal communications.
- Managed visual assets for internal platforms, including web graphics and intranet content.
- Supported and reinforced brand standards to maintain visual consistency across internal and external communications.

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EXPERIENCE

Marketing & Graphic Design Coordinator

2013 - 2016

High Impact Training - St. Cloud, MN

- Created print and digital marketing materials to support nationwide training and promotional campaigns.
- Designed promotional assets for electronic and print media; maintained website content and design.

Community Education Program Coordinator

2011 - 2016

Sauk Rapids - Rice Community Education - Sauk Rapids, MN

- Designed and produced print marketing materials including program catalogs, flyers, and newsletters to promote community education programs.
- Supported clear, accessible visual communication for diverse community audiences.

Freelance Graphic Designer

2012 - 2020

StudioJeff - St. Cloud, MN

- Designed posters, flyers, and digital assets for events and promotions.
- Managed website updates and social media visuals to support brand presence.

EDUCATION

Graphic Design Certificate

In Progress

Minneapolis College

M.S. Marketing

2011 - 2013

Southern New Hampshire University

B.S. Mass Communication (Photojournalism)

2007 - 2011

St. Cloud State University