

TAYLOR LISNEY

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PROFILE

12 years of extensive experience in the digital arts (both still and motion), marketing, and applications paired with an understanding of business practices.

Track record of initiative and achievement — has received multiple awards and much recognition, is highly skilled in client relations and negotiations, has conceptualized and completed many innovative projects for the global market.

Has worked with a variety of clients: from nonprofit organizations to multibillion dollar corporations to create and implement inspired branding and deliverables.

EXPERIENCE

ART DIRECTOR, WHTM-TV, 2015 - PRESENT

Designed and implemented entire on-air graphics package via Ross Xpression. Worked closely with Sales, Promotional, and News departments to foster consistent visual language and identity across all mediums. Supported News team with daily motion graphics and animations in order to further visualize stories. Served in role for over 20 Emmy wins.

VIDEO & INTERACTIVE DESIGNER, HOWARD MILLER ASSOCIATES, 2013 - 2014

Led production on dozens of B2B videos, animations, and online assets. Helped global corporations to announce products or convey ideas to potential customer base through real-time media and web deliverables. Expertise led to new revenue streams, helping to solidify company's best financial year in its 35-year history.

FREELANCE MEDIA DESIGNER, 2009 - PRESENT

Responsible for completing projects which require planning, follow-through, and results that exceed client expectations. Collaborated with client to assist in brand development strategy.

PROJECT EXAMPLES:

Veriscript Handwriting Analysis, Spearheaded the creation of over three hours of instructional video & motion graphics, now used to train government agencies.

Penn National Gaming, Led a week of shooting at various property locations across the country; Shot and produced video for use in political and community outreach in developing areas of interest.

PPL, Designed and produced PPL'S in-house video blog for employees, "Live Wire."

CORVETTE APPAREL DESIGNER, BRICKEL'S RACING COLLECTIBLES, 2007 - 2009

Developed and designed nationwide "B Elite" apparel line through market research, concept development, and final artwork production. Worked directly with General Motors on weekly basis.

EDUCATION

Art Institute of York; York, PA — Media Design, 2005

SKILLS

- ▶ Extremely organized and values communication highly
- ▶ Excellent self-motivator, but also enjoys working within a team
- ▶ Experienced in project management and task delegation roles
- ▶ Solid foundation in HTML, CSS, & JavaScript
- ▶ Highly skilled and experienced in use of DSLR & camcorder video capture

SOFTWARE

DESIGN	VIDEO	3D	MOTION	WEB
Photoshop	Premiere	Cinema 4D	After Effects	Dreamweaver
Illustrator	Final Cut Pro	3DS Max	Ross Xpression	Wordpress
InDesign	Encore	Element 3D	Flash	

DISTINCTION

- ▶ Director/Editor of full-length documentary, "Sin of My Father" — *Releases Feb. 2017*
- ▶ Winner of Olympus' "Pen Your Story" YouTube Challenge — *Summer, 2010*
- ▶ Design & photography blog writer for UK-based psd2html.com — *2010 to 2011*
- ▶ Berks Career & Technology Center Design Advisory Board Member — *2010 to 2013*
- ▶ Apparel work featured in several national publications — *2008 to 2009*

WORK SAMPLES

Please visit www.taylorlisney.com to view samples of past work.

REFERENCES

References available upon request.