

# LISA CAPLAN

## AT-A-GLANCE

CONTACT: [CaplanCreative@gmail.com](mailto:CaplanCreative@gmail.com) | PORTFOLIO: [CaplanCreative.com](http://CaplanCreative.com) | [LinkedIn](#) | 913.485.3192

### RESPONSIBILITIES

#### KEY HIGHLIGHTS

**Collateral:** Designed and updated brochures and books, developed templates for company-wide use, produced for print and web

**Branding:** Developed and implemented branding campaigns across all collateral

**Events:** Designed, calendared, and produced materials for 80+/year – including evites/invites, tabletents, nametags, posters, and tradeshow displays – with zero drop rate

**Templates:** Created yearly templates for ads and powerpoints keeping brand fresh and turnaround fast

**Web:** Designed graphics for and maintained websites/social media

**Presentations:** Worked directly with executives and stakeholders to develop PPT presentations for clients and employees

**Initiatives:** Brought major production in-house to enable on-demand printing and trained team on use

#### RESEARCH/SPEC/PURCHASE

Computers	Collateral	Printers/Bindery
Software	Vendors	Paper/Finishing

### SKILLS

#### DESIGN



COLLATERAL /  
BROCHURES



EVENTS /  
CAMPAIGNS



TRADESHOW &  
DISPLAY GRAPHICS



PRESENTATIONS



ADS



LOGOS

#### SOFTWARE/HARDWARE

SOLID PROFICIENCY



InDesign



Illustrator



Photoshop



Acrobat



Powerpoint



MS Word

WORKING KNOWLEDGE



Figma



WordPress



Sitecore



HTML



Concep

KNOWLEDGE AND TROUBLESHOOTING SKILLS



Print



Mac



PC

### EDUCATION

University of Missouri at Kansas City | Bachelor of Arts with Distinction

**CONTINUING ED:** HTML5, Responsive Web Design, WordPress, Dreamweaver, Commercial Art, Marketing, Paralegal Certificate

### EXPERIENCE

#### IN-HOUSE DESIGNER

PROFESSIONAL SERVICES

- **ORACLE CERNER**  
Graphic Designer / Creative Services
- **SEDGWICK LLP**  
Graphics Manager / Marketing Department
- **SHOOK, HARDY & BACON**  
Senior Graphic Designer / Marketing Department

#### TYPESETTING & PRINTING

- **GRAPHIC SPECIALTIES II /  
TYPE CITY GRAPHIC ARTS CO.**  
Typesetter, Prepress, Darkroom
- **NORTH KANSAS CITY PRINTERS**  
Typesetter, Prepress, Darkroom

PORTFOLIO: [WWW.CAPLANCREATIVE.COM](http://WWW.CAPLANCREATIVE.COM)

## LISA CAPLAN

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### CAREER SUMMARY

Creative and versatile graphic designer with extensive experience in the graphic design, web, printing, and prepress industries. Wide-ranging in-house capabilities developing innovative marketing materials while maintaining corporate identity through collateral materials, presentations, proposals, ads, and tradeshow and event graphics in both print and electronic formats. Background in managing a graphics department including training, art directing, project management and purchasing, maintaining, and troubleshooting computer and printing equipment and software. Instrumental in developing a shared services graphics department to support 200 attorneys in 14 offices worldwide.

### EXPERIENCE

**Brainstorm, design, produce, edit, proof, and deploy materials for both print and electronic distribution**, including client brochures, annual reports, newsletters, catalogs, advertising, stationery, direct mail pieces, packaging, banners, posters, tradeshow displays, websites, presentations, branding campaigns, and event campaigns.

- *Served as creative department to the Houston ZTA Think Pink Luncheon for 8 years, creating distinct designs for each event encompassing details of the event from invitations and programs, to web components, to table displays and signage. Featuring national speakers such as Linda Ellerbee and with support from designer Chloe Dao, the luncheon has raised nearly \$400,000 to support breast cancer awareness and research.*
- *Implemented branding campaign for multimillion-dollar law firm, including advertising, stationery, brochures, and templates for firm use, bringing all creative and production in-house.*
- *Designed and production-checked tradeshow exhibits, including the Cerner Health Conference, one of the top ten KC conventions which brought together 14,000+ health leaders in 200+ educational sessions, covering a 90,000 square foot exhibit floor.*

- *Developed powerpoints, converting bullet points to consumable graphics and creating sales templates for quick presentation assembly. Assisted executives on internal presentations reaching 26,000 employees.*

**Collaborate with interdisciplinary teams** consisting of executives, administrators, marketing staff, IT department, firm clients, and others in developing innovative campaigns with varying budgets for programs, seminars, ads, and branding.

#### **Responsible for every facet of production:**

- *Scheduling deadlines and coordinating multiple projects with short turnaround times, including events, printing, and advertising.*
- *Developed a custom checklist which allowed the graphics department to produce materials for 80+ events per year with zero drop rate.*
- *Updating and maintaining multiple websites. Creating and troubleshooting electronic content distributed via email, web, and social media.*
- *Specifying projects for bids, adjusting project parameters to reduce costs if needed, preparing files for final output with various vendors, press checks, reviewing bluelines for offset and digital printing.*

- *Researching, designing, and applying various papers and printing techniques*, including die-cutting, varnishes and coatings, embossing, and bindings.
- *Researching, specifying for purchase, and maintaining computer software and hardware* and production equipment, including macs, color printers, plotters, cutters and paper.
  - Brought major production in-house to enable on-demand printing – reducing average turnaround times from two weeks to less than one day.

### **Managing graphics department of start-up shared services law firm:**

- *Developed protocols and templates for departmental and firm branding standards.* Trained designers and marketing staff to become proficient in department software.
- *Assisted in firm website redesign*, generated theme concepts, converted, uploaded, and developed naming conventions for graphics.

### **SOFTWARE/HARDWARE**

- Proficient in InDesign, Photoshop, Illustrator, Acrobat, and MS Office, with a working knowledge of Figma, HTML, SiteCore, WordPress, Concep (email marketing distribution).
- Equally skilled in multiplatform environment with excellent troubleshooting skills on both Mac and PC.
- Work with Xerox DocuColor and Canon Biz Hub printing systems, and Canon IPF8400 and Epson 9800 Pro wide format printers.

### **EMPLOYMENT**

ORACLE CERNER 8/18 TO CURRENT  
KANSAS CITY, MISSOURI  
Graphic Designer / Creative Services

SEDGWICK LLP 6/14 TO 1/18  
KANSAS CITY, MISSOURI  
Graphics Manager / Marketing Department  
(Sedgwick went into dissolution on 12/31/2017)

SHOOK, HARDY & BACON 7/98 TO 6/14  
KANSAS CITY, MISSOURI  
Senior Graphic Designer / Marketing Department

GRAPHIC SPECIALTIES II /  
TYPE CITY GRAPHIC ARTS CO. 7/89 TO 12/97  
OVERLAND PARK, KANSAS  
Typesetter, Prepress, Darkroom

NORTH KANSAS CITY PRINTERS 7/88 TO 7/89  
NORTH KANSAS CITY, MISSOURI  
Typesetter, Prepress, Darkroom, Stripping

### **EDUCATION**

University of Missouri at Kansas City  
Bachelor of Arts with Distinction, Curator's Scholarship

#### *Continuing Education:*

Advanced Web Pages, HTML5, Responsive Web Design,  
WordPress / Kansas City KS Community College

Final Cut, HTML, Dreamweaver, Flash /  
Johnson County Community College

Commercial Art, Marketing /  
Maple Woods Community College

Paralegal Certificate /  
Johnson County Community College