

Lisa Delnay

Graphic and Web Designer

✉️ Lisa@NewLeafDigitalDesign.com 📞 616.914.1481

I have over fifteen years of experience in both digital and print design. I'm Self-motivated and dedicated to continued learning. My goals are to help clients balance function & form and find their unique & cohesive image.



Skills



Affinity (Vector, Photo & Layout)
Canva Pro (Social Media Design)



Illustrator (Vector Design)
Photoshop (Photo Editing)
InDesign (Page Layout)
After Effects (Motion Graphics)



Web and App Design
UI/UX Design

Custom Theme creation
CSS and HTML Best Practices



Self-Directed Learning

Organization

Problem Solving

Collaboration

Experience

Executive Assistant & Design Apprentice

Brand & Web Designer

Lead Web Designer

Co-Executive Designer

Designer/Owner

2008

2010

2012

2014

2016

2018

2020

2022

2024

Instructor

*See Page 2 for Detailed Job descriptions



Resources



www.NewLeafDigitalDesign.com



linkedin.com/in/lisa-delnay



behance.net/ldelnay

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Role Details

GRAPHIC & WEB DESIGNER / OWNER at **New Leaf Digital Design** from **2023 to Present**

- Collaborated with small businesses to develop a brand identity and create engaging promotional materials.
- Created custom website themes and managed complete website projects from concept to launch.
- Established strong client relationships through effective communication and personalized service.
- Oversaw business operations including invoicing, and expense management.

INSTRUCTOR - INTRO TO GRAPHIC DESIGN at **Foursquare** from **2023 to Present**

- Developed and delivered a comprehensive curriculum for an introductory Graphic Design course for high school students including Design Principles and training in Canva Pro.

CO-EXECUTIVE DESIGNER at **Design One Media Group** from **2021 to 2023**

- Developed innovative solutions to complex problems, resulting in improved organizational performance.
- Utilized Adobe Creative Suite to produce high-quality designs aligning with client objectives.
- Designed and coded custom Wordpress Themes that were visually engaging and responsive.

LEAD WEB DESIGNER at **Design One Media Group** from **2015 to 2020**

- Created new and updated existing outdated websites from concept to launch.
- Developed custom graphics, icons, and illustrations that elevated brand recognition across digital channels.

BRAND & WEB DESIGNER at **Design One Media Group** from **2011 to 2014**

- Designed custom designed Drupal websites using Adobe Creative Suite and HTML/CSS standards.
- Developed digital and print designs ensuring consistent branding and visual identity across all platforms.

EXECUTIVE ASSISTANT & DESIGN APPRENTICE at **Design One Media Group** from **2007 to 2011**

- Organized and maintained filing systems, managed billing and payroll
- Assisted Lead Graphic Designer in design projects and trained in Graphic Design Software and Principles as well as CSS and HTML best practices using online resources.

Education

Graphic Design Apprenticeship 2007-2011

Bachelor Degree Equivalent Experience (See Above)

Grand Rapids Community College 2005 -2007

Select Classes taken based on Interest