

LISA RAHON

GRAPHIC DESIGNER • VISUAL COMMUNICATOR

Bangor, Maine | 207-332-8711 | rahonlisa@gmail.com | lisarahon.myportfolio.com

PROFILE

Extensive experience in editorial design, advertising, branding, print, digital and web. Strong conceptual thinker and hands-on designer experienced in taking projects from concept through final production.

CORE EXPERTISE

Editorial & Publication Design • Art Direction • Advertising • Branding • Information Design • Print Production • Digital & Web Design • WordPress • Photo Editing • Illustration • Video Editing • AI-Assisted Creative

PROFESSIONAL EXPERIENCE

NATURAL HOPE HERBALS | 2019–Present

Art Director / Graphic Designer

Art direction and design across print, digital, editorial and marketing communications.

- Design quarterly magazines, advertising, packaging, catalogs, product guides, sales materials, web graphics and promotional materials.
- Develop visual concepts and imagery; retouch and composite photography and artwork.
- Manage projects from concept and layout through revisions, prepress and final production.

CHRISTIAN HERBAL MAGAZINE | 2023–Present

Graphic Designer

Design and production of a quarterly herbal and natural-health publication.

- Design complete magazine issues using publisher-provided editorial content and imagery.
- Create editorial layouts integrating articles, photography, illustrations and advertising.
- Handle revisions and final print production.

PREVIOUS EXPERIENCE

FREELANCE ART DIRECTOR & GRAPHIC DESIGNER | Boston, New Orleans, St. Petersburg

Selected Agency & Direct-Client Engagements

Art direction and design for advertising agencies, publishers, corporations and organizations, including advertising, editorial, branding, direct mail, web, illustration, photo direction and production.

Selected Clients & Accounts: A&E • ASPCA • AT&T • BMW • Bose • Boston Globe • Fidelity • Houghton Mifflin • John Hancock • Polaroid • Timberland • Volkswagen • Oxygen Network • Sci-Fi Channel

Selected Agencies & Publishers: Fried Advertising • Fried Drake Green • Hill Holliday • Holland Mark Martin • Houghton Mifflin • Ligature • Mullen • Prentice Hall • Smash Advertising • McKay Fried & Partners

TOOLS

Adobe Creative Cloud: InDesign, Photoshop, Illustrator, Premiere Pro, Acrobat • Digital: WordPress, web and email production • AI: AI-assisted image development and creative production