

# HIVE 24 DESIGN



## Work Experience

### **Creative Director/Founder - Hive24Design** December 2019 - Present

**Objective:** Collaborate with clients to develop strategic marketing solutions designed to reach their objectives. This includes the development of complete marketing campaigns, visually persuasive marketing materials, brand identity, presentations, pitch decks, social media strategy, website design and directing/coordinating photo and video shoots.

**Clients:** NASCAR, Graves Motor Sports, Biggie Billboards, Eastern Standard Provisions, UKONIC

### **Creative Director, Global Brand Marketing - Funrise, Inc.** August 2010 - December 2019

**Responsibilities:** Provided global creative direction and execution for all marketing programs/campaigns from concept to completion. Included both internally owned and licensed brands such as Tonka, Transformers, My Little Pony, Warner Bros., Paramount Pictures, Marvel and Caterpillar. Directed, motivated and inspired internal team of designers and freelance artists. Developed and executed logos, style guides, key art, product packaging, retail displays, signage, print collateral, marketing plans, presentations, vehicle wraps, broadcast commercials, photo shoots, event activations, social media assets, brand websites, eCommerce assets, global showrooms/tradeshows booths (US, Hong Kong, London, Canada, Australia, France, Spain and Germany). Managed and maintained creative marketing and packaging department budgets.

**Accomplishments:** Received the "Most Valuable Employee" award twice. Originally hired as a web designer and worked my way up to Creative Director. Restructured the Creative Department making it a more efficient team. Developed social media presence from having no presence to over 10k followers. Created a world-wide Creative Request process. Set up asset and file management system used by global sales and management teams.

### **Art Director (Contracted) - Universal Studios, Hollywood** March 2006 - July 2009

**Responsibilities:** Creative execution of marketing and communication materials. Including conceptual layouts, key art creation, building mechanicals, brand development, animation, brochures, direct mail pieces, sales collateral, event posters, park maps, OOH, specialty products and online/web requests. Worked collaboratively with the Creative Services and Advertising/Sales Departments, maintaining brand integrity for all materials while delivering projects on time and within budget.

**Accomplishments:** Branded the internal Creative Services department. Re-developed the Halloween Horror Nights key art adapting it to the creative needs of the department for three years in a row.

### **Creative Director - The Huck Group** April 2003 - March 2006

**Responsibilities:** Collaboration with attorneys in the development of strategic, persuasive creative visuals used in trials. Provided 24/7 assistance to trial teams while in trial. Management of the design studio in meeting fast-paced, strict and last minute deadlines. Maintained all case and studio budgets and designed/directed internal marketing efforts including brand identity, print materials and web site design. Trials included: Brown-Forman (Jack Daniels), Enron, General Motors, The State of California, Los Angeles County, Lamps Plus, DirecTV, Toyota/Lexus, Scott Peterson and Kobe Bryant. (Note: The graphics and presentations for these cases are not included in my portfolio due to confidentiality restrictions)

**Accomplishments:** Maintained a 99% success rate with winning cases. Helped attorneys and firms bring in over \$600M+ in case wins.



## Additional Experience

**Universal Studios, Hollywood, CA** - Graphic Designer/Production Coordinator  
**Universal Pictures, Studio City, CA** - Art Assistant for the feature film, *Dante's Peak*  
**Sand's Casino/Atlantic City, Spectra F/X, Camarillo, CA** - Asst. Designer/Coordinator  
**D.N.A. - Los Angeles, CA** - Music Video Production Coordinator  
**Pagemaster Feature Film Promotion, Universal Studios, Hollywood, CA** - Art Director

# LISA TEMPLETON



## Profile

With 10+ years of executive experience working with leading companies in the entertainment, design and legal industries, a passion to deliver high quality creative design solutions and a proven track record, I am confident my skills and experience will result in positive results for your company.



## Education

**California Institute of the Arts**  
Performing Arts Design, Technology and Management

**California State University, Long Beach**  
Graphic Design



## Skills

Adobe Creative Suite, Photoshop, Illustrator, InDesign, After Effects, Premiere, Photography/Video, SketchUp, PowerPoint, Excel, Word, GSuite, Keynote, Wordpress, HTML/CSS, traditional drawing and architectural drafting.



## Awards

**Most Valuable Professional**  
Funrise Toy Corp - 2014 and 2017



## Contact Me



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