

Experience

2019 - Present

Pica and Point
Los Angeles, CA

Account Director

- Manage client relationships, drive business growth, and provide strategic direction to creative
- Lead the development of overall creative vision, guide the conceptualization and execution of campaigns from inception to completion
- Maintain the integrity of the client's brand identity across all mediums (print, digital, social), ensuring adherence to guidelines
- Oversee project timelines and workflows, ensuring timely delivery and profitability
- Manage project budgets, forecasting, and expense management to achieve high profitability
- Develop branding and visual systems for non-profit organizations, schools, local, nationwide and international businesses
- Web design and layout for custom websites, maintenance and content quality assurance

2017 - 2019

Exhart
Chatsworth, CA

Creative Director

- Lead and manage the creative team in conceptualizing and executing multi-faceted marketing/advertising pieces specific to Exhart's business-to-business brand strategy
- Collaborate with Marketing Director to design and maintain advertising strategy to strengthen Exhart's dealer partnership awareness
- Develop and implement a standardized file-naming convention and digital filing system for digital asset management by creating a uniform filing and naming architecture, improving data retrieval efficiency and enhancing server accessibility for all staff
- Proactively improve operations, using tools to automate and/or streamline processes
- Establish signature creative standards, style guides and formats
- Direct overall design, photography, and art production
- Develop and Direct all print and social campaigns targeted for Exhart's dealers and/or end-users
- Develop attractive, cost-conducive product packaging and displays

2014 - 2017

Exhart
Chatsworth, CA

Graphic and Marketing Designer / Photographer

- Produce multi-page programs, presentations, marketing materials, and event collateral with consistent layout systems
- Design and produce large-scale product catalogs featuring over 1,000 SKUs, including layout systems, product hierarchy, and typography structure
- Create cohesive packaging systems for retail products including hangtags, labels, and display materials
- Execute large-format designs including banners, signage, and promotional displays
- Direct and execute product photography to support packaging, catalog, and marketing needs
- Photo retouching, color corrections, mock-ups and digital product placement
- Website maintenance and content quality assurance
- Rebrand packaging and displays to adhere to vendor/partner brand guidelines (Target, Walmart, Lowes, Home Depot, ACE Hardware, QVC, HSN, Menards, Five Below, Costco, etc)
- Maintain photo/advertising online assets for Exhart vendors/partners (Amazon, Target, Walmart, Lowes, Home Depot, ACE Hardware, QVC, HSN, Menards, Five Below, Costco, etc)

Skills & Expertise

Branding & Creative Direction

Brand Identity Systems, Creative Direction, Art Direction, Visual Strategy, Campaign Development, Brand Guidelines, Cross-Platform Brand Consistency

Packaging & Product Design

Packaging Systems, Product Displays, Hangtags & Labels, Retail Packaging, Dielines & Print Specifications, Product Development, Consumer-Focused Design

Print & Production Design

Catalog Design, Multi-Page Layout Systems, Editorial Design, Large-Format Graphics, Prepress & File Preparation, Bleed & Crop Setup, Print Vendor Coordination, High-Volume Production Workflows

Digital & Web Design

Web Design & Layout, UI/UX Design, Responsive Design, Website Maintenance, Content Quality Assurance, Digital Asset Management, Social Media Design

Photography & Image Production

Product Photography, Art Direction for Photography, Photo Retouching, Color Correction, Compositing, Mockups & Digital Product Placement

Marketing & Campaign Design

Integrated Campaigns, B2B & Retail Marketing, Advertising Design, Promotional Materials, Brand Messaging Across Print & Digital Channels

Project & Client Management

Client Relations, Account Management, Creative Strategy, Project Planning, Workflow Management, Budgeting & Forecasting, Cross-Functional Collaboration

Systems & Operations

Digital Asset Management Systems, File Organization & Naming Architecture, Process Optimization, Workflow Automation, Scalable Design Systems

Software & Tools

- Adobe Creative Suite (Illustrator, InDesign, Photoshop, AfterEffects)
- Web & CMS Platforms
- Microsoft Office (Word, Excel, PowerPoint) / Google Workspace

brand & digital designer

ALISA TIMSUREN

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Experience continued

2014

PTM Images
Chatsworth, CA

Graphic Artist / Product Developer

- Conceptualize and develop wall decor products for major retail clients (Z Gallerie, HomeGoods, Ross, Bloomingdale's, Walmart, Wayfair, Williams Sonoma Home, etc)
- Translate creative concepts into market-ready designs, aligning with diverse brand aesthetics and target audiences
- Execute layouts with a strong focus on composition, typography, scale, and visual balance
- Design framing systems to enhance and unify each piece within a cohesive product line
- Produce lifestyle mockups to visualize artwork within real-world environments and target demographics
- Collaborate on product development strategies aligned with market trends and client direction

2013 - 2014

Avanquest Software
Calabasas, CA

Production Artist

- Perform quality assurance across design assets, product outputs, and imagery for Web-to-Print platforms (PlanetArt, FreePrints, etc)
- Review layouts for accuracy, alignment, resolution, and print readiness across high-volume production workflows
- Retouch and color-correct photography in Photoshop to ensure consistency and print accuracy
- Prepare files for production, including bleed setup and final output specifications for print

2011 - 2013

Pica and Point
Los Angeles, CA

Graphic Designer

- Developed brand identities including logos, visual systems, and design assets aligned with each client's aesthetic and business goals
- Designed layouts across print, catalogs, packaging, advertising, and marketing collateral with a focus on clarity and visual impact
- Designed and maintained custom websites, ensuring content accuracy, usability, and overall quality
- Created social media content and visual assets to support brand presence and engagement
- Directed and executed business photography for web and marketing use
- Designed custom materials for invitations, announcements, and special events
- Restored, retouched, and enhanced photography for both digital and print applications

Education

Bachelor of Arts (B.A.)

Graphic Design

California State University, Northridge
2007 - 2012