

LISA THOMAS

Senior Art Director • Brand Designer • Creative Strategist

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SUMMARY

Senior Art Director and multidisciplinary designer with 20+ years of experience leading branding, presentation, print, packaging, digital, and marketing initiatives for Fortune 500 companies, agencies, and entrepreneurial clients. Expert at transforming complex ideas into compelling visual stories while collaborating with cross-functional teams from concept through production.

CREDENTIALS

2023-2025ARTIST • ART THERAPIST • PEER SUPPORT

Future Directions, Cleveland OH

Facilitated art therapy and creative wellness programs that encouraged self-expression, recovery, and community engagement through painting and visual arts.

2002-NOWGRAPHIC DESIGNER • ILLUSTRATOR • CREATIVE CONSULTANT

Larock Designs/Freelance, Akron, OH

Built memorable brands and marketing campaigns through strategic design, illustration, and digital experiences that helped clients stand out and grow.

2021-2023SENIOR GRAPHIC DESIGNER

Aquent & Robert Half: GOJO • Arhaus • JoAnn Fabrics • Home Depot

Delivered high-impact creative for nationally recognized brands across retail, packaging, catalogs, and digital marketing. Expanded expertise in Digital Asset Management (DAM), Figma, and collaborative digital workflows to create user-focused design solutions across print and digital platforms.

2020–2021ART DIRECTOR

Shaw JCC of Akron, Akron, OH

Directed integrated marketing campaigns across print, digital, branding, presentations, and web while leading creative production and vendor partnerships.

2016-2020SENIOR GRAPHIC DESIGNER

The J. M. Smucker Company, Orrville, OH

Brought iconic consumer brands to life through integrated packaging, digital, presentation, and marketing design.

2013-2016SENIOR GRAPHIC DESIGNER

Lunar Cow Publishing, Akron, OH

Designed destination publications, advertising, maps, and digital content that elevated tourism brands through engaging visual storytelling.

2012-2016SENIOR GRAPHIC DESIGNER

Brand Castle

Developed packaging, branding, and retail marketing materials that strengthened product visibility and reinforced brand consistency.

2003-2012ART DIRECTOR

Charles Schwab & Co.

Led the design of corporate marketing communications, presentations, print collateral, and digital campaigns supporting nationwide business initiatives.

CORE EXPERTISE

Adobe CC
Microsoft 365
Presentation Design
Brand Identity
Typography
Design Layout
Logos
Illustration
Art Direction
Digital Design
Marketing
Trade Shows
Packaging
Production
Creative Leadership
Project Management
Web Design
Figma
DAM
Figma
Social Media

EDUCATION

THE ART INSTITUTE OF PITTSBURGH

Associate of Science,
Graphic Design &
Illustration Visual
Communications | 1995

CERTIFICATIONS

SCHOLISTICO

Art Therapy Practitioner
Certification | 2024

PROFESSIONAL DEVELOPMENT

- Franklin Covey — The 7 Habits of Highly Effective People
- Fred Pryor Management Training
- Tom Monahan’s Creative Camp
- LinkedIn Learning