

LISA GOUVEIA

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OBJECTIVE

To produce a great-looking magazine with great people in a fast-paced, thriving environment.

EXPERIENCE

Art Director • Texas Home & Living Magazine

Design, layout, proofreading, production, preflighting, and print job coordination for a regional bi-monthly magazine and two trade bi-monthly magazines. Reformat or retouch photographs and art as needed. Design and produce ads and supply proofs to advertisers. Produce final PDFs to printer's specs and upload for production. Use online proofing system to approve digital proofs. Update content on magazines' websites in Joomla and Wordpress. Post hyperlinked digital issues on Issuu.com. Search and purchase stock photography and illustration as needed. Meet very tight deadlines. August 2011 to present.

Managing Editor/Art Director • Twisted South Magazine

Design, illustration, layout, writing, editing, production, preflighting, and print job coordination for national quarterly magazine. Coordinate freelance writers, artists, photographers, and proofreaders. Write and proofread some articles as needed. Reformat or retouch photographs and art as needed. Help brainstorm article ideas with editorial team. Produce final PDFs to printer's specs and upload for final production. Use online proofing system to approve digital proofs from printer. Help coordinate SXSW booth and other promotional materials as needed. Meet very tight deadlines. Started as a freelance designer. July 2010 to August 2011.

DTP Specialist • Adams Globalization, A Division of Translations.com

Complete production of translated documents to match original document specifications. Place translated text into graphics. Proofread English source documents. Proofread translated documents for formatting. Convert print documents to HTML and finalize code. Assess incoming projects and prepare files for translation process. Meet very tight deadlines. Prepare final deliverable files. Extensive use of Adobe InDesign, FrameMaker, Dreamweaver, Illustrator, Photoshop, QuarkXPress, WebWorks Publisher, foreign language typography (including Asian and Arabic fonts), on PC and Mac platforms. April 2007 to March 2011.

Production Artist (Contractor) • Liaison Resources/Publishers Resource Group

Produce textbook materials in Adobe InDesign and QuarkXPress to precise client specifications. Ensure proper page flow and consistent style. Proofread grammar and punctuation. Revise graphics as needed. Meet deadlines. August 2004 to April 2007.

Production Artist • Liaison Resources/Design Center @ 3M

Illustration, design, layout, and proofreading for operator guides, quick start cards, and other Visual Systems documentation. Link files on CD-ROM and website. Coordinate translation of guides into several languages. Some technical writing and digital photography as needed. Various illustration, design, production, and imaging tasks as needed. September 1999 to April 2004.

Graphics Manager/Publishing Technician III • Institute for Advanced Technology (IAT), The University of Texas at Austin

Design and production of publications, presentations, brochures, conference materials, and business cards. Coordinate production with outside vendors. Supervise artists. Track job flow for all projects. Maintain graphics database. Proofread. December 1990 to September 1999.

Freelance Graphic Designer

Illustration and design for various projects, including CDs, business cards, T-shirts, posters, and websites.

EDUCATION

Bachelor of Arts, School of Fine Arts and Communications

Texas State University (formerly Southwest Texas State University) San Marcos, Texas

Major: Journalism/Advertising Minor: Commercial Art

MAD SKILLS

Proficient in Adobe Illustrator, Photoshop, InDesign, Dreamweaver, Acrobat, QuarkXPress, Microsoft Word, Joomla, Wordpress, Frame, Powerpoint, basic HTML and CSS. Some experience with Flash, Freehand, Painter, and Excel. Learning iOS app development. Writing, copy-editing, and actual freehand drawing. Slide blues guitar. Can also crochet scarves and make a mean salsa.

REFERENCES

David Abramowitz
Distribution Manager and Consultant
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