


# LISA R KLANCHER

S R G R A P H I C D E S I G N E R | M E D I C A L I L L U S T R A T O R

## CONTACT

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## EDUCATION

**MFA – ILLUSTRATION &  
GRAPHIC DESIGN**

University of Michigan, MI

**BFA – GRAPHIC DESIGN**

University Cincinnati, OH

## KEY SKILLS

Graphic Design

Brand Development

Presentations & Infographics

Social Media

Project Management

Writing & Editing

Team Leadership

Excels in Remote Workplace

Communication

Quality Assurance

## PROFESSIONAL PROFILE

Professional social / graphic designer with experience in using clean design styles to build communicative stories or educational messaging that expand both print and digital medias. I work both, independently to create marketing messages, and with teams, including marketing professionals, content writers, and technology professionals to deliver projects that include: online and print brochures, direct mail, ads, multi-page guides and reports, web graphics, schematics, infographics, icons, large format exhibit graphics, social media banners, PowerPoint templates and presentations, and label package design.

## HIGHLIGHTS

- Part of a team that generated 12% company growth yearly by improving the brand and communications for the health and nutrition influencer, JJ Virgin (JJVirgin.com). Partnering with the marketing team I provided daily tight turn around ad banner designs to execute strategic sales promotions to increase traffic to the JJ Virgin website and JJ Virgin Shopify store. Developed Masterclass presentations, consumer direct mail and email campaigns, designed for weekly podcasts, blog, and social media posts. Created over fifteen 24-page dietary and health digital guides
- Design multiple social media posts: Facebook, Instagram Posts and Stories for Franklin County Public Health CoVID-19 Outreach
- Designed packaging, labels, website store, social media, and Amazon listing pages for Ruby-Blue Bunny™ organic skin care for children. Social media engagement attracted Chinese distributor which lead to launch of RBB in China and TMall (Amazon China).
- Designed Thorne Research's entire product literature library. Included branded practitioner-based educational product literature, fifty-page product catalog, technical white papers, patient education brochures, and new business development presentations.
- Design new company logos, consumer brochures, trade show graphics and promotional items for Thorne's extended brands: Metabolic Nutrition, ExosFuel, OncoQOL, ThorneVet and Thorne Skin Care.
- Ohio Department of Health: developed health promotion assets for HIV/STD campaign - efforts recognized by the CDC at the International AID's Conference.
- Created brand and designed labeling for a line of pharmacy grade supplements following FDA and United Arab Emeritus guidelines that passed on first inspection. (Vitasurge®)
- Developed exhibit graphics and identification tiles for Newport Aquarium
- Created direct mail marketing to promote Dr. Stephen Pomeranz MRI education courses that increased attendance rates by 25% via three-stage direct mail strategy
- Multiple Rx Club award winner for print educational literature.



Lisa creates brands that readily connect with customers. She has a solid understanding of her client business and is appropriately flexible and easy to work with. She integrates a marketing mind frame into her creative solutions and creates graphics products that are relevant, on-target and fit within the time constraints, resource limitations and budgetary requirements of mid-size companies. We recommend her highly based on her success with our previous projects. Top qualities: Great Results, Personable, Creative

Marc Bowers, President,  
*GRUN Company*

## EXPERIENCE

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### GRAPHIC DESIGNER (REMOTE EMPLOYEE)

Designs for Health – JJ Virgin Brand / San Diego, CA / 2016-2020

Execute all divisions graphic needs for this high-paced, functional health and nutrition women's brand.

- Worked directly with CEO, internal team of writers, social media advertisers, Shopify and web experts to promote the sales of influencer JJ Virgin's nutrition and wellness programs and dietary support products.
- Designed weekly sales promotional emails for email manager. Developed time-sensitive website graphics and Shopify on-line store graphics.
- Created digital nutritional guide books, infographics, promotional ads for social media, email, website sales promotions, Masterclass presentations.

### GRAPHIC DESIGN (SELF EMPLOYED)

K2 Studios, LLC/ Columbus, OH/ 2010-Present

Started K2 to help underserved businesses take their brand to the next level through the building of their visual brand story. Includes logo development, brand boards, creation of sales and marketing literature, infographics, web site support, social media, trade show graphics, product labels/packaging and venture capital slide decks. Includes management of timelines, and vendor coordination.

- Franklin County Public Health – graphic design/social projects for COVID-19, opioids, tick and mosquito program, flu, Ohio Days, CHAT and Community Health Assessment.
- TriNutra® - Dietary supplement brand with focus on synergistic ingredients
- The Ohio State University School of Public Health – Ohio. Bi-annual magazine
- EcoNatura® / Ruby-Blue Bunny™ – New York. Organic skin care products
- Disabled American Veterans – annual reports, and MLB card program

### GRAPHIC DESIGNER (REMOTE CONTRACTOR)

Thorne® / Sandpoint, ID / 2012-2015

Built Thorne's complete communication materials to support executive business and sales. Included practitioner and patient brochures, 175-page product catalog, digital ads, clinical reports, presentations, infographics, brand development, and trade show exhibits.

- Developed brand manual and set corporate standards
- By being able to execute and problem solve on demand, I was assigned special teams projects that helped opened communications with Mayo Clinic and partnership with United States Olympic Governing Body
- Guided manufacturing marketing team on setting design process, traffic control and proofing/quality control procedures

### ELECTRONIC DESIGN SPECIALISTS

Ohio Department of Health / Columbus, Ohio / 12/2009 – 12/2011

Worked closely on communication design projects and presentations with the Director, Bureau Chiefs, Assistants to the Governor, Public Affair Officers, Supervisors, Webmaster and Videographers for the Ohio Department of Health.

- Developed HIV Get Tested program, which was recognized by the CDC and presented at the 2012 International AIDS Conference.
- Created Ohio's first iconic image for ODH's Rural Health - Black Lung program. This icons' success has now been recognized as the image for all Black Lung Clinics in Ohio.
- Created successful H1N1 advertising campaign (FLU FIGHTER)



Lisa is a true professional with an exceptional ability to capture the essence of a business, its owners, mission and market in order to create unparalleled impact designs. She takes ownership of the brand development, is not afraid to think differently in the best interest in the growth of the business and is timely on all deadlines. Lisa comes with my highest recommendation as a graphic designer as well as a person. Top qualities: Great Results, Smart, Personable, Creative.”

Fritz Geer, COO  
*LaValle Metabolic Institute*

## AWARDS | RECONGNITION

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- NOMINATED CIVIC VOLUNTEER OF THE YEAR  
*ANDERSON CHAMBER OF COMMERCE*
- RX ADVERTISING AWARD OF EXCELLENCE – COLLATERAL  
*INDIGO MEDICAL*
- RX ADVERTISING AWARD OF EXCELLENCE – ILLUSTRATION  
*WC BROWN PUBLISHING*
- RX ADVERTISING AWARD OF EXCELLENCE - SALES BROCHURE  
*ETHICON ENDO SURGERY, INC.*
- SOCIETY OF TECHNICAL COMMUNICATORS AWARD OF EXCELLENCE
- BRONZE QUILL AWARD OF EXCELLENCE - POSTER  
*ADOLESCENT OF EDUCATION*
- BRONZE QUILL AWARD OF EXCELLENCE – POSTER  
*KEYBANK*

## TECHNOLOGY

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ADOBE CREATIVE SUITE:  
Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, Adobe InDesign, KeyNote

MICROSOFT:  
Word, PowerPoint, Excel,

EMAIL CLIENTS:  
MailChimp, Constant Contact,

SOCIAL PLATFORMS  
Sprout Social, Facebook, Instagram, Google+, Twitter, LinkedIn

PROJECT COMMUNICATIONS/ MANAGEMENT  
Asana, Slack, G Suite, DropBox

## PORTFOLIO

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[www.lisaklancher.com](http://www.lisaklancher.com)