

GRAPHIC DESIGN PORTFOLIO

Graphic Design | Web Design | Print Media
Logo Design | Industry Work | Photography
2016- 2023

Author
Lisa Alkire



RESUME

CV

Lisa Alkire
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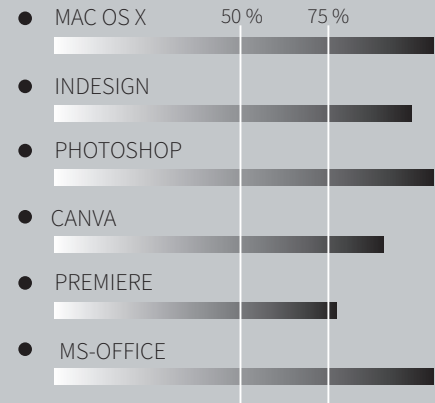
PROFILE

I have been designing assets for clients for over 10 years. At my latest job, I have handled all branding suite materials, art direction and educational handouts. I've also managed many ongoing clients in my personal time including managing their social media marketing, print & web design needs. I am also very familiar with layout, ads and typography as I've created many newsletters for my clients.

Photoshop and InDesign have been permanent installations on my Mac for over 15 years. I use both daily and have also continued my passion for Graphic Design by taking many training courses, podcasts and SkillShare classes. Where I continue to learn, push the boundaries of digital art and grow my skills for my clients needs.



SKILL





PORTFOLIO

2018 - 2024

EDUCATION

- HIGH SCHOOL DIPLOMA / 2007-2011
Newport High School
- PURSUED GRAPHIC DESIGN & AA / 2011-2013
Completed 2 years towards Graphic Design Bachelors Degree

EXPERIENCE

- Pend Oreille Conservation District / 2019-Present
Graphic Designer : Designed & Managed Social, Directed all art direction, created educational handouts, displays and brochures.
- Alkire Collab / 2020 - PRESENT
Graphic & Web Designer: Maintains and manages several ongoing clients as well as one time projects.
- Pend Oreille County Weed Board / 2015-2021
Education & Outreach Specialist: Designed educational materials for outreach events and education items

Tools

Adobe Photoshop and Illustrator

Phase

Freelance



BRANDING Project

STATIONERY
LOGO DESIGN
CORPORATE IDENTITY

The PCD wanted sitka spruce trees and a “C shape Salmon” in their logo branding package. I hand sketches all of my renderings in ProCreate then do the rest of the work in Photoshop and Illustrator. From there I created business cards, letterheads and other printed materials client needed in InDesign.

Pacific County Conservation

Made For **David Marcell**
Year **2021**
Concept **Pacific County Nature**

“Lisa is the perfect combination of creative vision and professional execution. She communicated clearly, met deadlines, and produced high quality designs. Our company hired for a rebranding project, and our expectations were not only met, but exceeded. I enthusiastically recommend her for any and all design work.”
- PCD





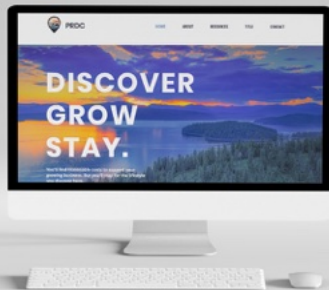
PRIEST RIVER
DEVELOPMENT CORPORATION



PRIEST RIVER
DEVELOPMENT CORPORATION

Our experience was fantastic. Questions were answered in a timely fassion. Work was done quicker then expected. Lisa was always open to communication and tweaking the current website. Truly a perfect experience!

- Katlyn Ward - PRDC



PRDC

Made For : Priest River Development
Year : 2022
Concept : Professional & Vibrant

I was inspired by a local photographer for this organization. I recreated the selkirk mountain region and a GPS point to represent their companies mission to make this area a place businesses would want to relocate to.



Farm Brand & Merch

Made For :Dalkena Highlands
 Year : 2022
 Concept : Farm, family,

Client wanted logos of actual animals on site. I hand drew animals in ProCreate and then created a logo package for multiple needs and for merchandise.

Tools

Canon D Mark II

Phase

Alkire Collab

Product

Marketing Photos / Campaign

Brand Cohesion
Marketing

A fun part of my time so far has been spent with brands who just need a little help creating social media posts or images they can use for their website. The next few pages are just a few examples of images created and ads we used.



Evans Brothers

Evans Brothers reached out needing regular content to post for their Instagram as well as a new campaign with their new mugs and newest location.



Travel

Made For : Under Canvas
Year : 2019
Concept : The new way to camp

Photography of resort for social media and web use.
Provided exposure to 81K Instagram accounts with posts and stories.



Oregon Travel

Made For : Headlunds Resort
Year : 2022
Concept : Showcase boutique hotels

Project Detail:

Provided client 20+ photos for social media use emphasizing dog-friendly Oregon coast activities + lodging.

Provided exposure to 81K Instagram accounts with posts and stories.



Tools

Wix, Squarespace, WordPress

Phase

Alkire Collab



WEB Design

PUBLICATION
LOGO DESIGN
CORPORATE IDENTITY

Web Design is one of my favorite ways to utilize my Graphic Design skills. In some ways it's like the user gets to view and interact with my Design in a controlled environment I create.

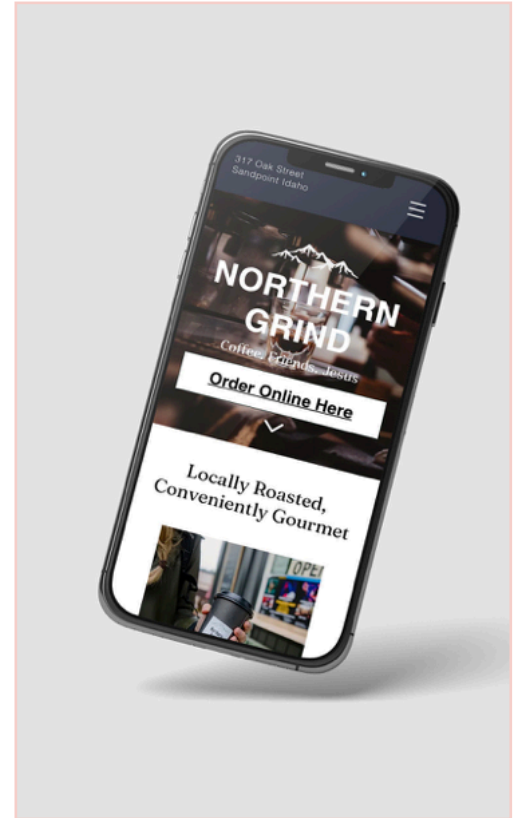
It's my chance to make brands and organizations POP outside of a screen and allow the user to experience their mission. I enjoy creating color stories, typography and movement for everyone to enjoy.

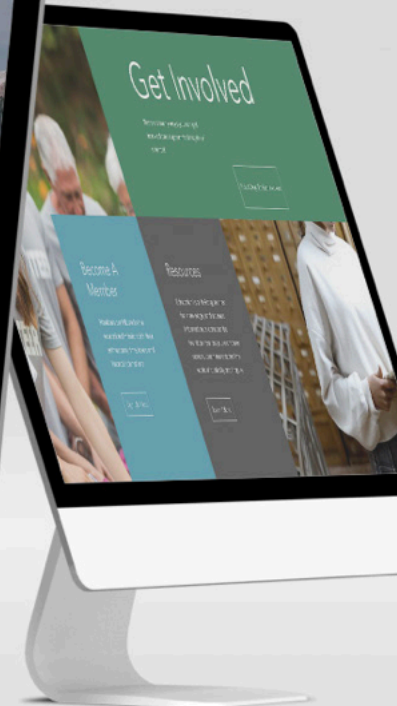
To Experience this website, please visit :
www.thenortherngrind.com

Coffee

Made For : Northern Grind
Year : 2021
Concept : Sandpoint Vibes

Client wanted a Pacific Northwest vibe and a place where customers could order coffee and find out about their coffee cart rentals for events. We optimized this one for mobile viewing as most viewers were going to be using their phones.





To Experience this website, please visit :
www.selkirkscience.org

Science Is Fun

Made For Selkirk Alliance For Science
Year 2023
Concept Fun and Interactive

SAS is all about science education with the goal of interacting with people. I used a playful color palette, professional font and science logo to tie all of their values into a nice Bill Nye approved bow.

Tools

Adobe Indesign

Phase

Alkire Collab

EDITORIAL Design

PRINT DESIGN
LAYOUT

In the next few examples I worked collaborately with writers and pieced together a newsletters, posters and handouts. I use InDesign to create these however, some of my clients want to be able to edit them but are not capable of an advance program. Therefore I will convert my work to Canva, Publisher or Microsoft templates.



Newsletters

Made For Year Concept Pend Oreille Conservation District 2019-2023 Environmental, Fun, Easy Reading





SELKIRK SCIENCE

Made For : ED STISKEL
 Year : 2022
 Concept : Science themed and educational

Selkirk Alliance for Science reached out initially for a logo that captured community, ideation and nature. I created a logo and from there they enthusiastically hired me to do the rest of their branding. Including a brochure, flyers and handouts for their educational events.





House of the Lord

Made For :Hotl Church
 Year : 2023
 Concept : Outdoorsy Professional

Client needed a stand design that demonstrated cards attendees could take to hand out to invite people to church. Created poster sign and hand out cards. I also created a card that is handed out to attendees with a verse and info the client provided.

Tools

Adobe Photoshop and Illustrator

Phase

Freelance



LOGO Design

STATIONERY
LOGO DESIGN
CORPORATE IDENTITY

Logos are an important part of any idea. Luckily, I've been creating logos for clients, people and businesses for over 10 years. I've designed dozens of logos for construction companies, farms, government agencies, real estate companies and family owned businesses. My favorite part about this process is listening to the stories behind each business. I love to find out why they started, their vision and the familiarize myself with the people behind the logo. Then I get the honor to collaborate with these individuals, businesses and visionaries to make their dreams reach farther than they could imagine with color palettes, font choices and appropriate theming.



COWBOY COFFEE

Hand drawn elements with a story involved too! A horse named “Latte” was my inspiration and a cowboy that just couldn't put his cup down. This western theme branding suite I made has continued to be one of my most popular.

I used Procreate on an Ipad Pro to hand draw the graphic elements and then Adobe InDesign on my Macbook Pro to create the typography.



CRUSE OUTDOOR BRAND

I hand drew elements based on the clients desire to reflect nature and the local mountain range. This appealed to their market and has continued to age well into the new age.

I used Procreate on an Ipad Pro to hand draw the graphic elements and then Adobe InDesign and Photoshop to create the typography on my Macbook Pro.

Tools

Adobe Photoshop and Illustrator

Phase

Freelance



PACKAGING Design

STATIONERY
LOGO DESIGN
CORPORATE IDENTITY

Client needed logo branding, packaging for milk bottles and truck design. They had two cows they wanted to recreate in the branding, along with the yellow flowers that grew near the dairy farm. We also strategized a catchphrase, font choices and color palette to be a bit more 70's modern.

More than Milk

Made For Clover Dairy Creamery
Year 2020
Concept Modern, warm, 70's







This was an exciting project to work on with a team of individuals with a lot of vision. They were using these designs to pitch to potential investors for the future of their creamery. I used ProCreate to draw the flowers, InDesign for the typography and Photoshop to create mock-ups.

LISA ALKIRE
Graphic Designer
www.lisaalkire.com



DALKENA, WASHINGTON

PASTURE WITH LOVE



CLOVER
MOUNTAIN DAIRY



CLOVER
MOUNTAIN
DAIRY



UP
FREE

DALKENA
DALKENA

