

SAMI LEA LIPMAN

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EDUCATION

University of Texas

B.F.A. in Design (Austin, TX)

August 2002-May 2006

One of 18 out of over 80 selective applicants accepted into School of Design.

Dean's List. 3.75 GPA.

SKILLS

Overview

Art Direction

Graphic Design

Brand Strategy

Message Crafting

Creative Writing

Print Production

Account Management

UI/UX

Social Media Optimization

Wayfinding Design

Programs

Mac OSX & PC

Adobe Creative Suite

Microsoft Office

Squarespace

Constant Contact

Hootsuite

Adobe Flash

iMovie

Basecamp

Redbooth

Slack

CSS

HTML

SEO

Google Analytics

Final Cut Pro

Adobe AfterEffects

Quark

REFERENCES

Juli Rathke

Publisher *Yoga + Life Magazines*

970.485.1629

Leah Cullis

Baptiste Power Yoga Institute

916.230.7213

Aliyah Shahid

MSNBC Senior Editor

718.679.6894

EXPERIENCE

Yoga + Life Magazines

Creative Director and interim Editor-in Chief

February 2015-present (Boulder, CO)

Came on as first national employee of this new magazine family which publishes magazines for seven (and growing) regions across the U.S.. Designs national and regional logos, mastheads, covers, look and feel, spreads, press kits, and all collateral. Temporarily filling in as editor-in-chief for *Colorado Yoga + Life*. Contributes articles regularly, edits, and cover modeled for the premiere issue of Colorado's issue. Assisted in managing social media campaigns [contract]

Origin Magazine

Creative Director

December 2013-January 2015 (Boulder, CO)

Worked directly with Editor-in-Chief and small staff to design this national, award-winning yoga, art, and music magazine. Designed covers, laid out content, selected photography, and created templates for approximately 150 pages per issue. Defined look & feel of each issue and all collateral. Oversaw print production on press. Wrote multiple features. Managed photography collection. [contract]

Mantra Yoga & Health Magazine

Creative Director

December 2013-January 2015 (Boulder, CO)

Worked directly with Editor-in-Chief and small staff. Developed logo, look & feel, and magazine masthead during initial rebrand. Designed covers, laid out content, selected photography, and created templates for approximately 100 pages per issue while maintaining brand consistency. Oversaw print production on press. Wrote multiple features. Managed photography collection. [contract]

Thrive Magazine & Real Magazine

Interim Creative Director

December 2013 (Boulder, CO)

Developed logo, cover, look and feel, press kits, and collateral for the first issue of these two national health and fitness magazines released by the same publishing house as *Origin* and *Mantra*. [contract]

SamiLea Design

Creative Director/Owner

Fall 2005-present (various)

Self-started freelance company. Oversaw creative execution, client relations, new business, and billing. Created print, interactive, mobile, blog, social media, SEO, and web work for clients including: Baptiste Power Yoga Institute, Time to Yoga, Namastudy, Shaktee Apparel, Lexus of Austin, YourTeacher, Breath & Body Yoga, Bfree Yoga, Andira Raintees, and more. [self-employed]

MSM Communications

Art Director

January 2010-December 2011 (Austin, TX)

Designed & developed brand systems, websites, print ads, collateral systems for the Green-industry and Austin scene. Clients include: Autogas for America, Alliance Autogas, Southeast Propane Autogas Development Program, Austin Music Weekly, Compadre, and Dallas Travel. [salary]

North

Designer & Account Executive

June 2006-June 2009 (Toledo, OH)

Extensive/intensive global sports games marketing and advertising. Worked on a team developing Bid Books for Olympic host city candidate & winner Sochi, Russia. Managed client BHP Billiton; created advertising, collateral and Olympic Look & Feel for their Beijing 2008 Olympic and Paralympic Games Sponsorship. Developed logos, ad campaigns, collateral, brand identities and rapports with additional clients such as: PGA Tour, Chicago 2016 Summer Olympic Bid, Moscow 2014 Youth Olympic Bid, Helios Partners, Delhi 2010 Commonwealth Games, World Academy of Sport, and Carhartt. [salary]

RELATED

Yoga Teacher

Completed two 200 RYT Trainings with additional 200+ hours of training. Teaches 6+ classes/week, facilitates teacher trainings, hosts workshops, and leads retreats

Studios include: YogaPod, Corepower Yoga, Wanderlust Yoga, Radiance Power Yoga, It's Yoga, Colorado Athletic Club, Little Yoga Studio, Breath & Body Yoga, BFree Yoga, and Say OM Yoga.

December 2010-present (various)