

Maria Isabel “Aisa” Reyes

Creative Lead & Art Director

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PROFESSIONAL SUMMARY

High-impact Creative Lead and Art Director with over 25 years of experience driving visual strategy for major regional media, design studios, and large-scale publishers. Expert in bridging the gap between editorial vision and revenue-driven sales goals. Proven track record of mentoring global design teams and evolving from traditional print production to modern digital strategy.

CORE COMPETENCIES

- **LEADERSHIP:** Art Direction, Creative Team Mentorship, Offshore Team Management, Workflow Optimization.
- **DESIGN:** Editorial Layout, Brand Identity, Typography, Environmental Signage, Marketing Collateral.
- **TECHNICAL:** Adobe Creative Cloud (Expert InDesign, Photoshop, Illustrator), Digital Print Production, Web Maintenance.

WORK HISTORY

GRAPHIC DESIGNER 2013-2022, 2023 to present

Outlook News Group, La Cañada Flintridge, CA 91011

- Orchestrate weekly design and layout for prominent local publications: San Marino Tribune, La Cañada Outlook Valley Sun, and Glendale News-Press.
- Partner with editorial teams to maximize visual storytelling and community engagement.
- Collaborate with sales departments to conceptualize high-impact client advertisements and special sections.

SR. GRAPHIC DESIGNER 2022-2023

Dillbeck Real Estate, San Marino CA

- Designed end-to-end property listing materials, enhancing agent branding and accelerating sales.
- Managed full-cycle print production, operating digital printers and Duplo finishing equipment.

CREATIVE SERVICES DIRECTOR / LEAD DESIGNER 2010 - 2013

Ad-ventures Publishing, Honolulu, HI | Blaine WA

- Led the creative department for a major directory publisher across all four Hawaiian islands; and subsequently in other US states and territories.
- Mentored a diverse team of junior designers and artists, including on-site staff and offshore teams in the Philippines.
- Served as the primary point person for production & design, ensuring 100% accuracy for high-volume, print runs.

ART DIRECTOR 2003-2005

ASAP Show, Inc., El Monte, CA 91731

- Directed brand visibility for a major trade show event through comprehensive marketing materials and environmental signage.
- Developed and maintained the official show website, optimizing user experience and attendee accessibility.
- Produced multi-page show catalogues, ensuring cohesive brand presentation for thousands of attendees.

JOB EXPERIENCE: Developed design concepts for various graphic projects | Prepared comprehensives and pre-press ready files | Supervised graphic designers/artists and production staff | Collaborated with vendors, internal clients and teams | Art/Creative Direction | Website Design | Photo Direction

PROJECTS INCLUDED: Corporate Brochures | Marketing Materials | Corporate Annual Reports | Calendar Designs | Campaign Materials | Print Ads | Yellow Page Ads | Direct Mails | Corporate Identity Programs | Invitation/Announcements | Posters | Book Cover/Jackets | Environmental Design | Packaging Design | Industrial Design | Website Design | Photography | Etc Etc Etc