



LISA RYBKOSKI

DESIGNER | ILLUSTRATOR | PRODUCTION | DIGITAL

larockdesigns.net | 330-701-3205 | larock2146@gmail.com

IN A NUT SHELL

Akron, OH artist specializing in graphic design and illustration, known for a flexible and conceptually driven style that addresses creative challenges in both print and digital formats.

SWEET SKILLS

Creative Cloud

★ ★ ★ ★ ☆

Adobe InDesign

★ ★ ★ ★ ★

Adobe Illustrator

★ ★ ★ ★ ★

Adobe Photoshop

★ ★ ★ ★ ★

Adobe After Effects

★ ★ ★ ★ ☆

Microsoft 365

★ ★ ★ ★ ☆

WorkFront, Trello, Google

★ ★ ★ ★ ★

Project Management, Print

★ ★ ★ ★ ☆

WIX, Square Space, Figma

★ ★ ★ ★ ☆

LET'S CHAT

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LET'S CONNECT

 [linkedin.com/in/larockdesigns](https://www.linkedin.com/in/larockdesigns)

 twitter.com/larock49

 facebook.com/larockdesigns/

BEEN THERE – DONE THAT

2002-NOW GRAPHIC DESIGNER // ILLUSTRATOR // PRODUCTION // DIGITAL

Larock Designs/Freelance, Akron, OH

Spearhead the design and management of a range of marketing collateral, such as brochures, books, newsletters, packaging, presentations, and digital media. In parallel, create targeted resources for schools that foster healthy interactions with social media and promote mental health initiatives. Notable clients include J.M. Smucker's, Arhaus, Goodyear, Fruit-Tella, and Home Depot.

2021-2024 SENIOR GRAPHIC DESIGNER // AQUENT and ROBERT HALF // CONTRACTOR

GOJO, Akron, OH / ARHAUS, Boston Heights, OH / JoAnn Fabrics, Hudson, OH

Recent projects highlight a diverse portfolio, featuring catalog design for Arhaus, display design for Home Depot, and packaging solutions for Joann Fabrics. Each project reflects a commitment to quality and brand consistency. Additionally, Figma has been utilized for web design projects for Westrock, showcasing a modern approach to digital design.

2020-2021 ART DIRECTOR

Shaw JCC of Akron, Akron, OH

Responsible for the creation of both print and digital packaging, branding materials, presentations, marketing resources, web banners, and e-blasts for brands, 401k programs, and e-commerce sites. Led a team of three while managing projects and coordinating with print vendors.

2016-2020 SENIOR GRAPHIC DESIGNER

The J. M. Smucker Company, Orrville, OH

Accountable for the design of both print and digital packaging, branding resources for all sub-brands, 401k informational materials, presentations, marketing content, e-commerce sites, web banners, and electronic newsletters.

2013-2016 SENIOR GRAPHIC DESIGNER

Lunar Cow Publication, Akron, OH

Work closely with clients to design marketing publications for destinations, which includes the design of advertisements and their strategic placement. In addition, generate iMap and GoGuide content specifically for client websites.

2012-2013 SENIOR GRAPHIC DESIGNER

Brand Castle LLC, Bedford Heights, OH

Packaging and product design, pre-press processes, internal marketing strategies, food photography, and catalog design layout.

2003-2012 ART DIRECTOR

Charles Schwab & Co., Inc., Richfield, OH

EDUCATION

1995 THE ART INSTITUTE OF PITTSBURGH

- Associate of Science in Graphic Design and Illustration, Visual Communications

2000

- Tom Monahan's Creative Camp, Fred Pryor Management Training Sequence, Franklin Covey, Seven Habits of Highly Effective People

2011-NOW

- LinkedIn Learning and Lynda.com training courses