

Lisa Engler

Illustration & Design
Minneapolis, Minnesota

EXPERIENCE

Lisa Engler Illustration and Design

Freelance, July 2017–Present

I create concept-forward, human-first solutions for brands, products, and the people who use them. Typical projects include product illustration, icons, branding, and visual design/brand consulting for small companies. Select clients include Converse, NPR, Google, and Facebook.

Opendoor

Senior Brand Designer (Contract), July 2018–Oct 2018

As a member of the Brand Design team, my focus was on improving our online marketing metrics by ideating new concepts and exploring new illustration and design styles.

PlanGrid

Illustrator and Visual Designer (Contract), August 2017–April 2018

As a member of the Product Design team, my projects included building a 200+ icon library, establishing a brand illustration style, usability testing, redesigning our product's empty states, and improving cross-platform consistency.

Lumosity

Visual Designer (Product) and Illustrator, August 2014–July 2017

As a member of the Product Design team, I designed mobile and web features from end-to-end to delight, educate, and retain our millions of brain trainers. Additionally, my broader brand work there included improving accessibility and inclusion within our brand and products, developing a new color system, evolving our illustration style, creating our icon library, and building out our mobile component library.

Hatch Design

Branding Designer, June 2012–August 2014

I worked on a huge range of projects at this small design studio — everything from global corporate clients to local artisan food packaging. Select clients included Coca-Cola, Dolby, Vitaminwater, Godiva, Odwalla, and Benefit Cosmetics.

EDUCATION

Iowa State University
BFA Graphic Design
2008–2012

CONTACT

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WORK

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