

Lisa Malone

2026 BRANDING AND DESIGN PORTFOLIO

Brochure Design

Product Brochures & Spec Guides

Whether for retail, B2B, in-store, or online sales, I design product brochures and specification guides that help customers quickly understand key features and make informed purchasing decisions. The goal? To inform, persuade, and ultimately drive sales for your product.



Brochure Design



Designing to Support the Arts

GPAC — Performing Arts Collateral Design

For a decade, I created print marketing materials for the Germantown Performing Arts Center (GPAC), including brochures, event programs, lobby banners, and promotional advertisements. My work supported GPAC's mission to present high-quality artistic experiences that educate, engage, and enrich the community.



Social Media

SOCIAL CARDS | WEBINARS | FB | TWITTER | EMAIL | BANNER ADS





CALENDARS, BROCHURES, ADS AND OTHER COLLATERAL

Fundraising & Mission-Driven Collateral

I supported the mission of Ducks Unlimited by designing a wide range of print materials, including fundraising catalogs, event table tents, calendars, annual reports, and books. Each piece was crafted to inspire support for DU’s vital work in conserving and restoring wetlands across North America—habitats essential not only to waterfowl, but to countless other species and communities.

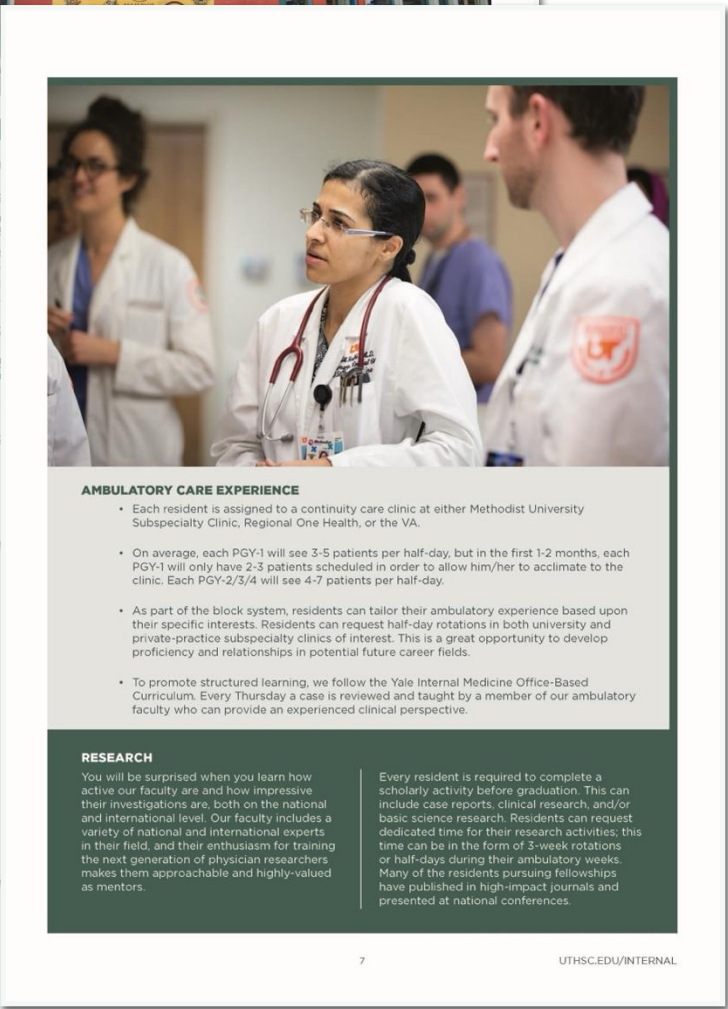
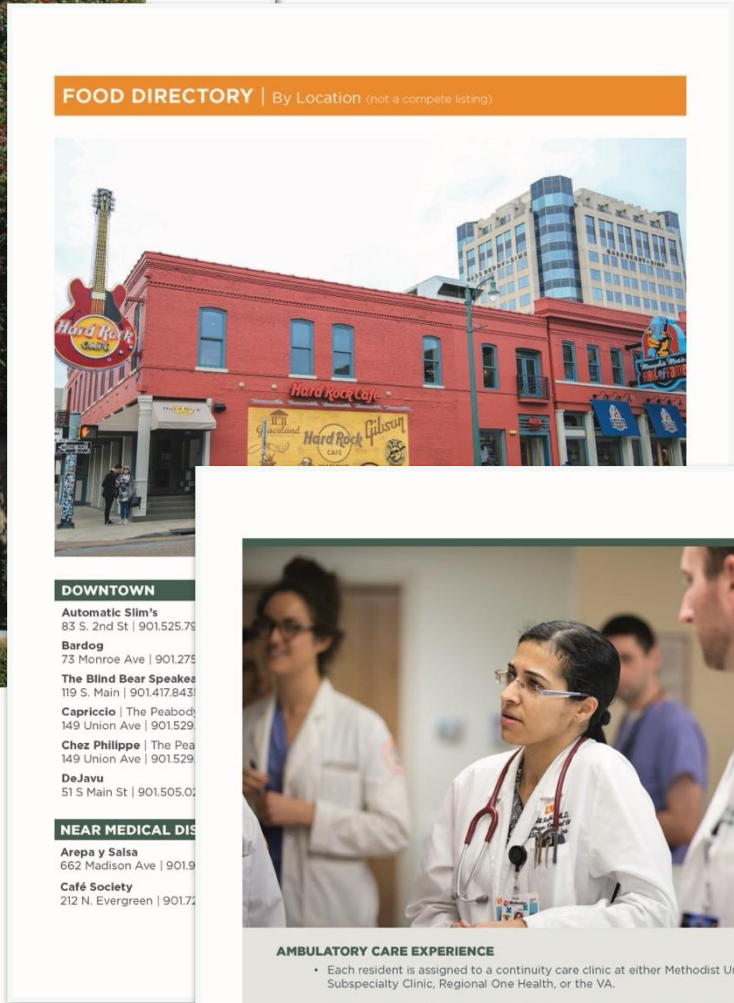


Educational Design

malonedesign.graphics



UT
THE UNIVERSITY OF
TENNESSEE
HEALTH SCIENCE CENTER.
INTERNAL MEDICINE
RESIDENCY PROGRAM



UNIVERSITY OF TENNESSEE HEALTH SCIENCE CENTER

Educational Collateral Design

I design clear, engaging educational materials that support learning, promote programs, and communicate complex information with ease. From brochures and postcards to digital newsletters and advertising assets, each piece is tailored to inform, inspire, and connect with students, educators, and the broader community.

Designing for Non-profits

HOSPITALS TO UNIVERSITIES
COLLATERAL DESIGN



BILLBOARD



MAGAZINE AD PRINT AND DIGITAL



EMPIRE STATE BUILDING LOBBY DISPLAY





NEW!

ARTISAN PAINTABLE
BRICK AND
ROMABIO MASONRY PAINT

Suitable for interior and exterior applications, Old Mill's new Artisan Paintable Brick paired with Romabio's Masonry Paint allow you to add an effortless, high-quality finish to any surface around the home.



The tumbled face of the brick is a great accent for farmhouse, rustic and craftsman projects; A pigment-free modular brick designed to be painted using standard masonry or limewash paint.



Genuine kiln fired clay brick that cuts easily with an angle grinder or wet tile saw; available in Thin Brick Flats, Brickwebb Running Bond Flats and Brickwebb Herringbone Flats.



Romabio Masonry Paint is available in Avorio White Limewash, Enchanted Grey or Galleria White.



Requiring only 2 coats, it will not chip, peel or flake off **20-year warranty** when applied correctly does not require any additional primer.

WANT TO LEARN MORE?

Visit www.oldmillbrick.com or call **1-888-264-6455** to get more information or a quote.

Alamo Sunrise

COLONIAL COLLECTION

Boston Mill

COLONIAL COLLECTION

Café Mocha

COLONIAL COLLECTION

Castle Gate

COLONIAL COLLECTION

Boston Mill

COLONIAL COLLECTION



Herringbone Brickwebb

Our easy-to-install Brickwebb sheets now available in Herringbone.

Perfect lines every time.



Brickwebb Features

- Genuine kiln fired clay brick mounted onto patented web sheeting for easy & fast installation, perfect spacing (no spacers required), and enhanced durability.
- Save time and labor costs by taking advantage of Brickwebb's easy installation on virtually any surface.
- Cuts easily with an angle grinder or wet tile saw.
- Brickwebb sheets can accommodate attractive detailing by using with individual bricks.
- Meets ASTM C 1088 Type TBS (Grade Exterior) standards.
- Backed by the Old Mill Brick family of warranties.



Event Signage

Embedded Vision Summit — Signage & Collateral Design

For the past five years, I have led the design of all signage, collateral, and social media graphics for the Embedded Vision Summit in Silicon Valley. This comprehensive project encompasses wayfinding, large-format prints, event branding, and digital assets, ensuring a cohesive visual experience across all touchpoints.



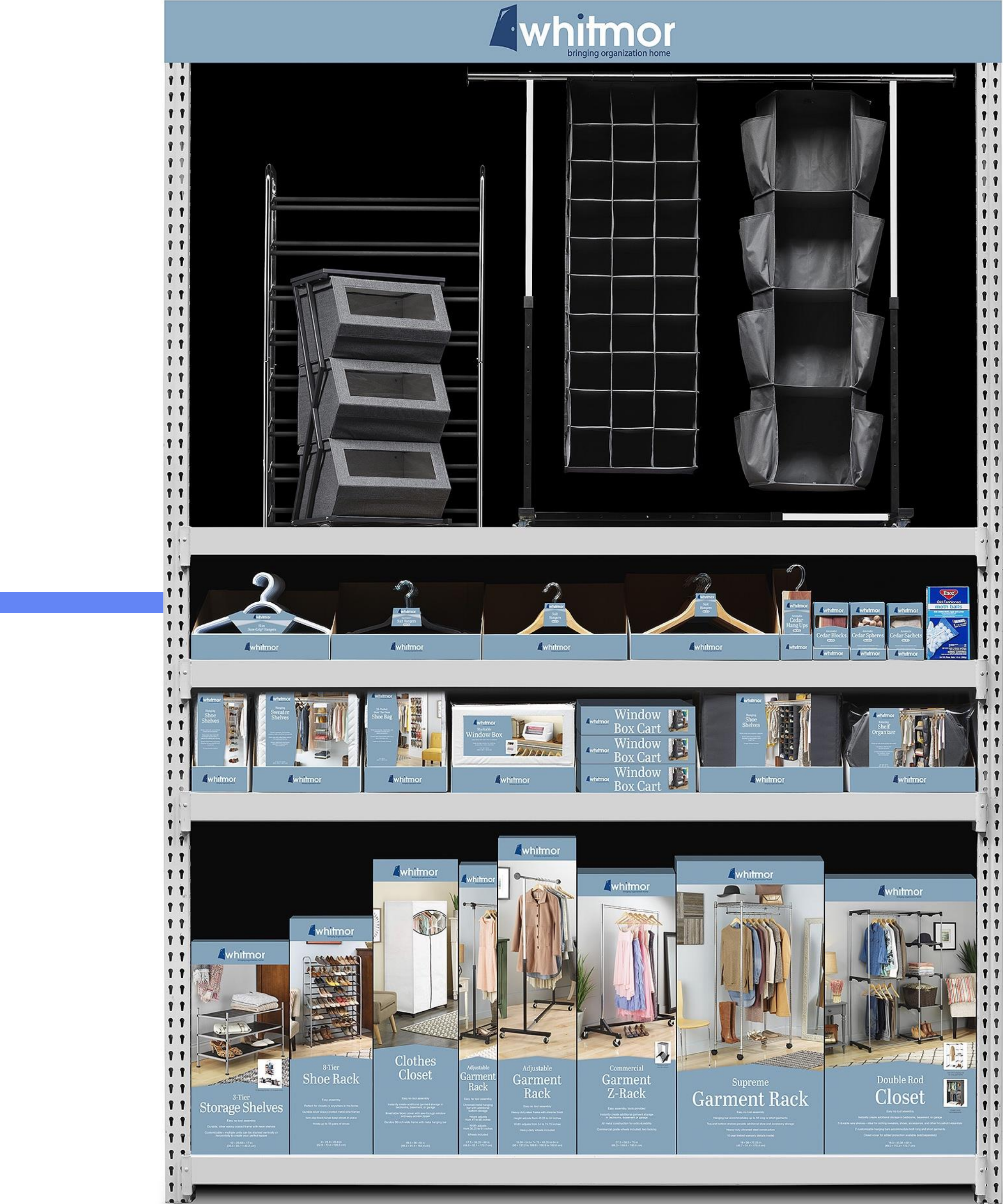


Rebrand and Packaging

Whitmor Manufacturing — Brand & Packaging Refresh

As the lead of Whitmor Manufacturing’s branding refresh initiative, my first priority was to modernize the product packaging, which previously featured an outdated swoop design. To bring the new vision to life, I assembled and directed a multidisciplinary team including a senior designer, photographer, stylist, production artist, and brand manager.

Below are selected samples showcasing the results of our collaborative design process.



LOWE’S POG



TRADE SHOW EXHIBIT DESIGN

Complete Branding and Packaging

LOGO AND PACKAGING DESIGN

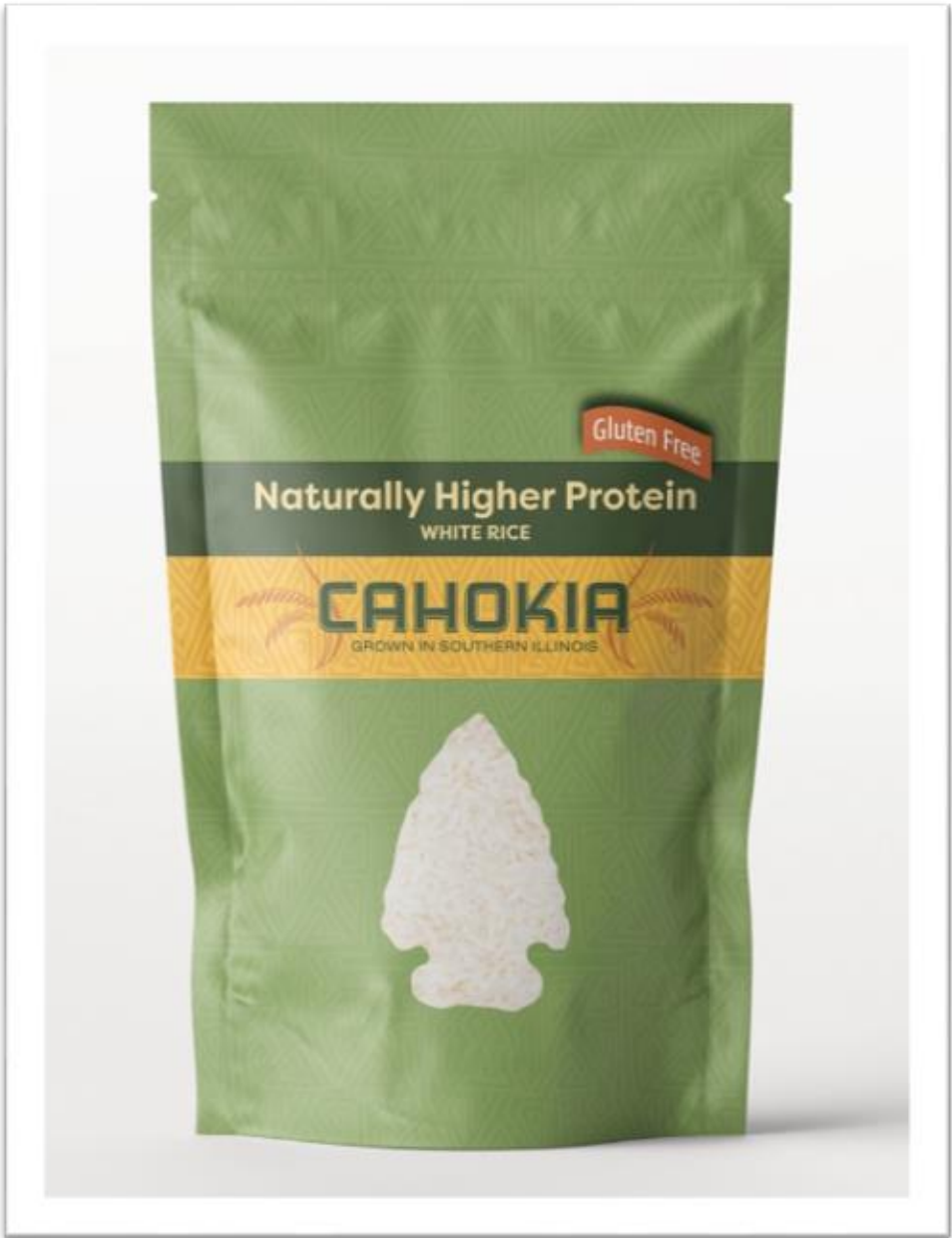
Packaging Design for Emerging Brands

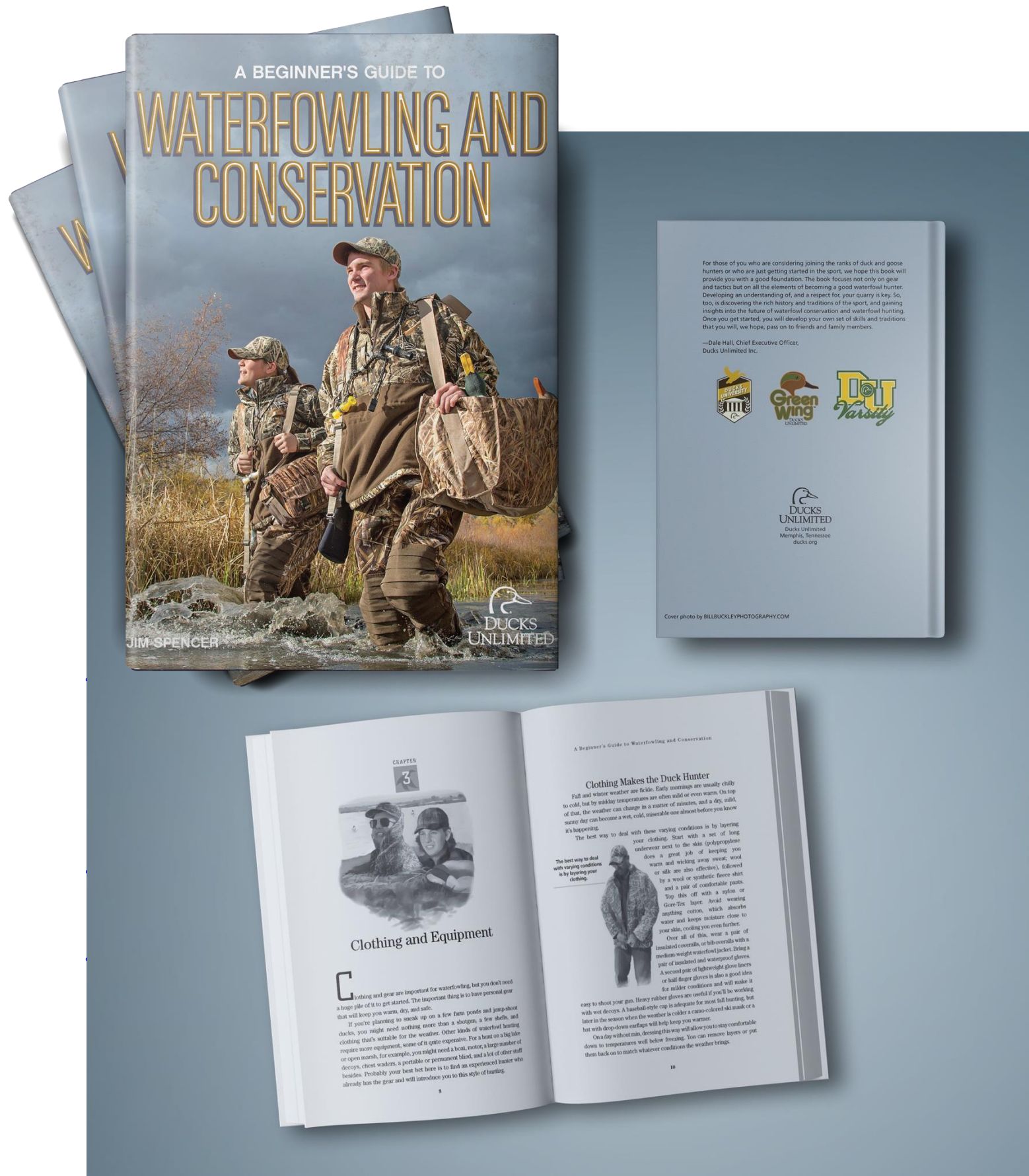
I’ve become a go-to designer for packaging tailored to start-ups and small food businesses. For these brands, strong visual identity and thoughtful packaging are key to standing out, both online and on store shelves.

Each brand I work with brings its own story and values.

From logo development to packaging design, I created visual systems that are distinctive, functional, and aligned with each brand’s voice. Their products are packaged in user-friendly, resealable pouches—designed for both convenience and shelf appeal.

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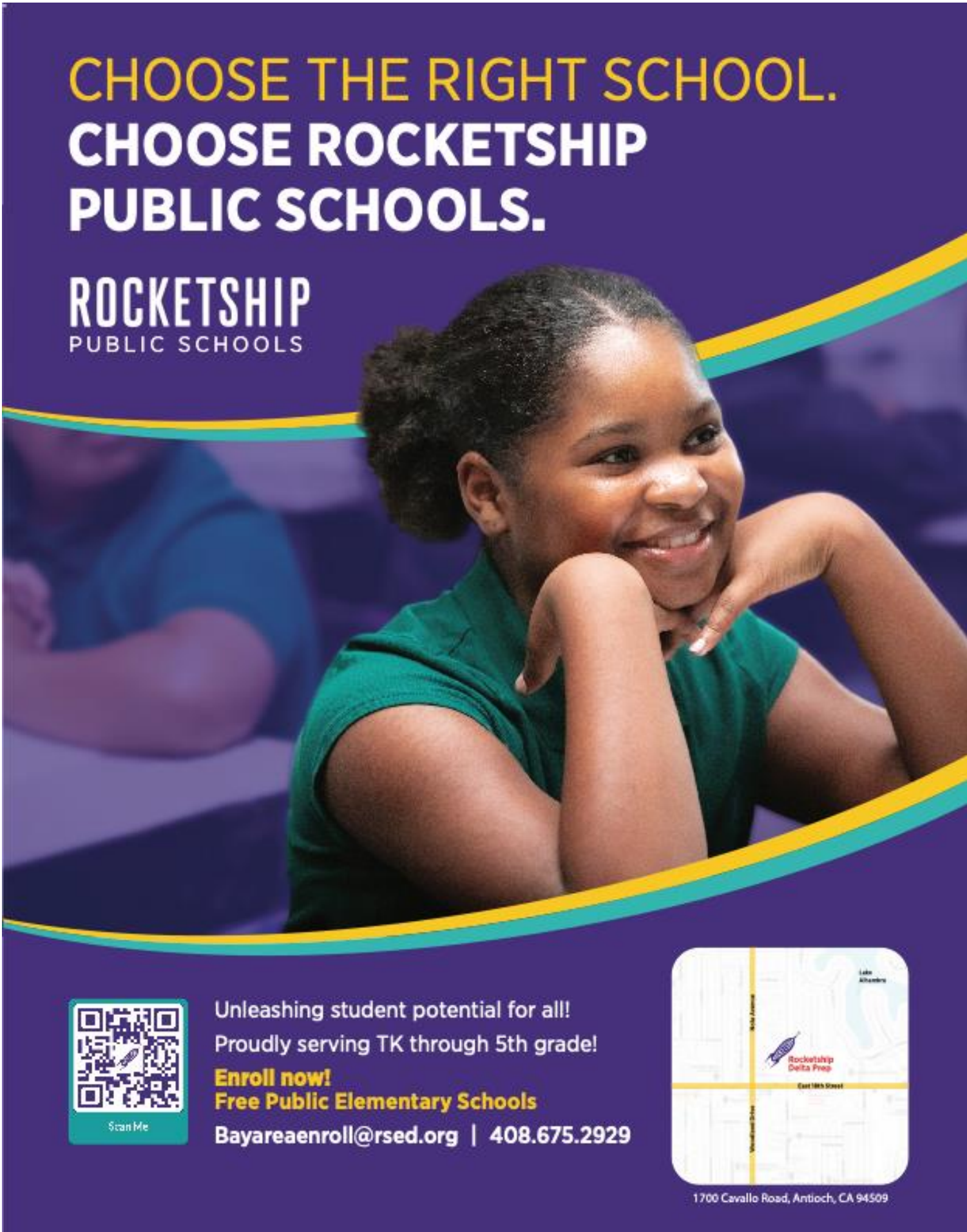




Book Design

Hardcover, perfect bound, saddle-stitched, or paperback—whatever format your literary vision takes, I can bring it to life with thoughtful, custom design that enhances the reader's experience from cover to cover.

Educational Design



RocketShip Public Schools



RocketShip Public Schools Poster Design



RocketShip Public Schools Regional Logo Designs





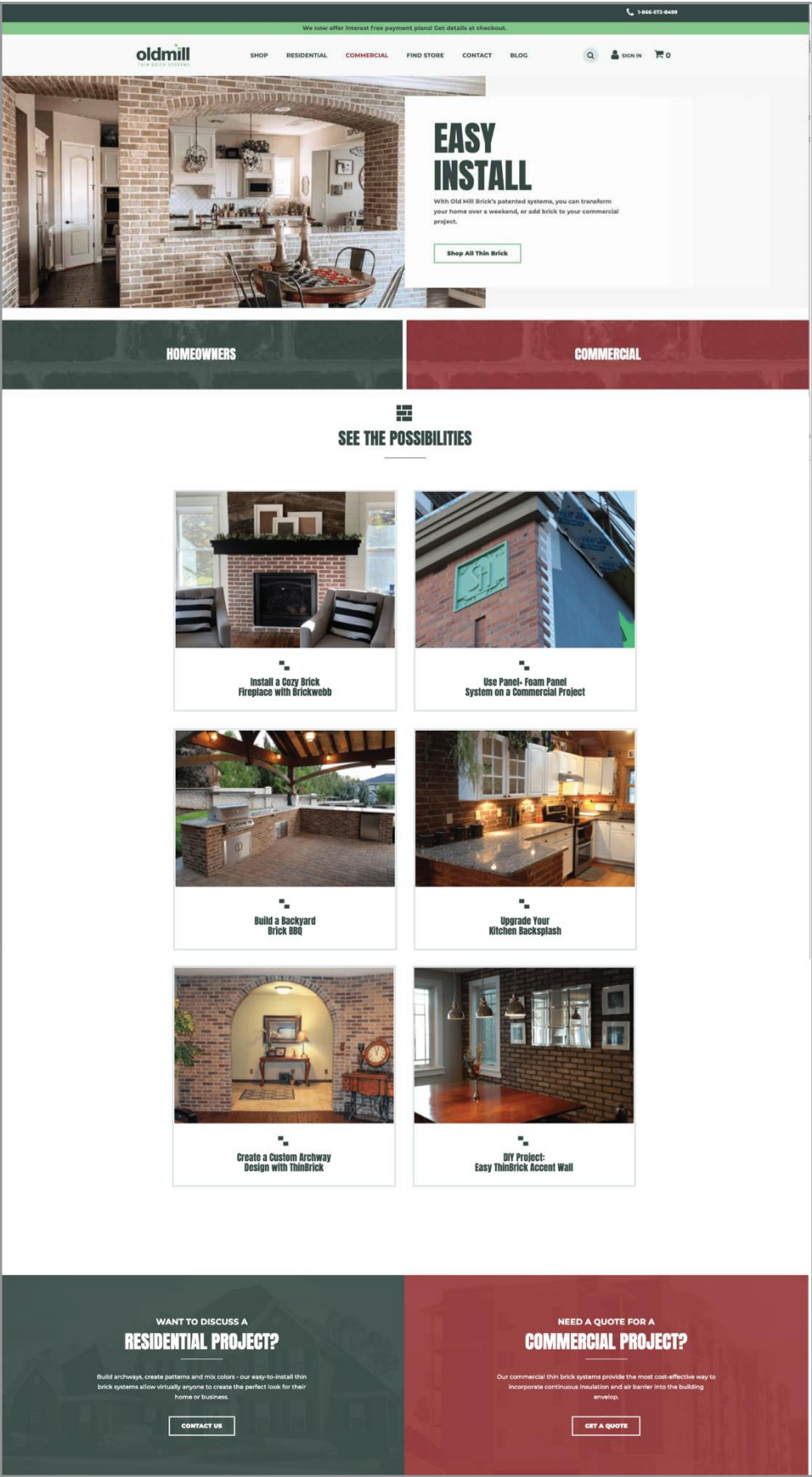
Sales Sheets

Specification Sell Sheets

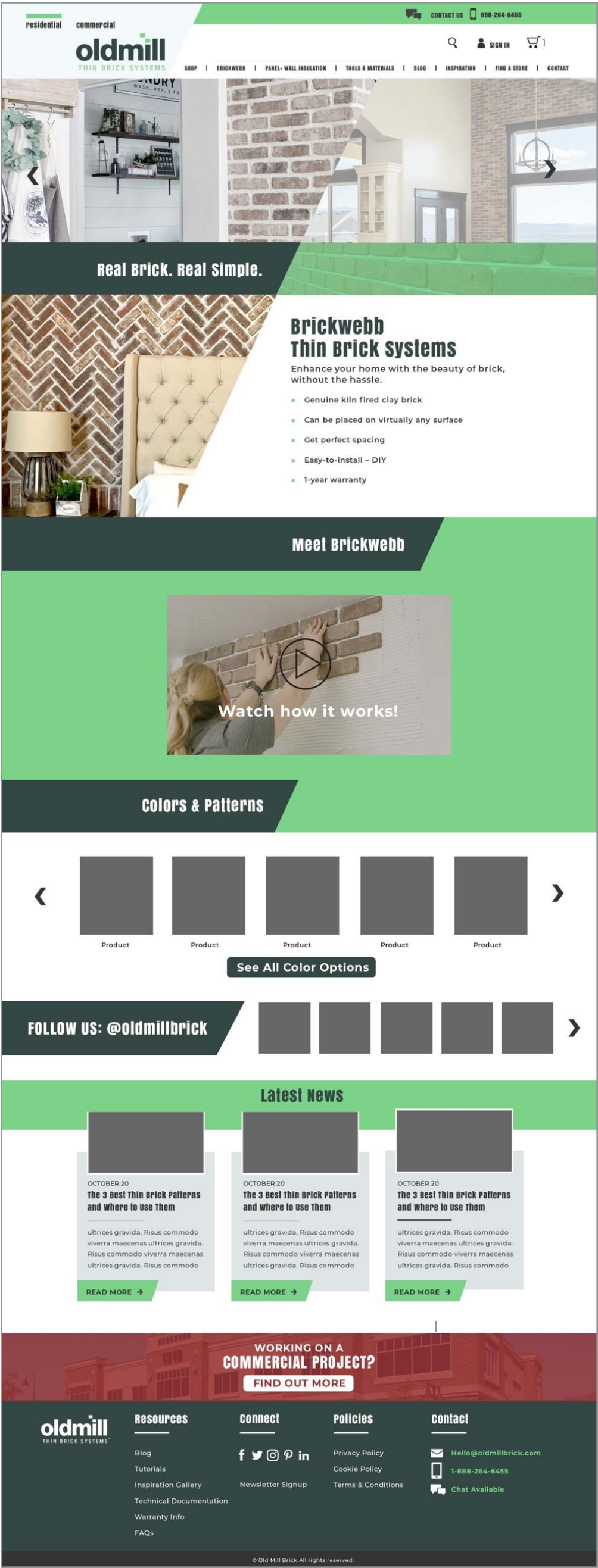
I design specification sheets that clearly communicate key product details, helping sales teams inform and persuade potential buyers. Each sheet is crafted to function as a standalone piece or as part of a cohesive product line, combining technical accuracy with strong visual appeal.



Refresh Website



PREVIOUS DESIGN WITH RESIDENTIAL AND COMMERCIAL TOGETHER ON HOME PAGE



Old Mill Brick wanted to refresh their website to the new design style that I created for the collateral: sales/spec sheets, brochures, PowerPoint presentation and email promotions.

NEW PAGES WILL HAVE SAME 25° ANGLE DESIGN
RESIDENTIAL AND COMMERCIAL HAVE BEEN SEPARATED. HEAD NAVAGATION GIVES CATEGORY OPTIONS.



Logo Design





LISA MALONE

MALONEDESIGN.GRAPHICS

901-218-027
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[RESUME DOWNLOAD](#)