



HELLO THERE  
LET ME INTRODUCE  
MYSELF...

MY NAME IS LISA GUZZINO  
and I am the proud **owner and Art  
Director** of a great little company.



I have been in business for myself  
for the past **3 years** and have  
clients from all over the **world**.  
They really **love** what I create  
for them and I am sure that if  
you take a look you will see that  
I am the perfect person to join  
your **design team** in creating  
outstanding marketing and  
design pieces. I would also like  
to **THANK YOU!**  
up front for your time.



## HOW it all got STARTED

### BEFORE G WHIZ THERE WAS:

C2 MEDIA 1997-2000  
Digital Operator  
Denver, CO  
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PHOTOBITION 2000-2002  
Large Format Printer  
Denver, CO  
.....

MAIL WELL 2002-2003  
Prepress Coordinator  
Denver, CO  
.....

CELLO-PACK 2003-2004  
Graphics Coordinator  
Buffalo, NY

### Can't FORGET COLLEGE!!

I am a proud 1995 graduate of  
**The State University of  
New York at Buffalo**  
Amherst, NY  
Major (of course):  
Graphic Communications

G Whiz was started in October of 2003 after my husband had to relocate for work and we moved from **Denver, CO** back to our hometown of **Buffalo, NY**. I had been working for a large commercial **printer** in CO and a few other **digital labs** before that but once I was back in Buffalo I decided to return to my **passion**, and **college major** as a graphic designer. That's when G Whiz was born. Since then G Whiz has moved from Buffalo to **Pittsburgh, PA** and now to **Bound Brook, NJ**. I have been very fortunate to meet alot of people both in person and via the web that have become both loyal **clients** and **colleagues**. Many of them, starting **new businesses** themselves, look to me to deliver **entire identity packages** and design right from the ground up. It is so much fun...

**I love what I do!**

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132 La Monte Avenue  
Bound Brook, NJ 08805  
**732.439.7945**  
[www.gwhizstudio.com](http://www.gwhizstudio.com)

**Graphic Design Abilities:**

- Ability to use proper forms and style to build functional and meaningful designs for print and web.
- Use of typographic skills and applying fonts along with proper manipulation of kerning and leading to achieve desired look.
- Keeping my design style within a modern and innovative look - offering clients new and alternative directions in print and marketing material.

**"Don't just look big - say something big."**

**Package Design and Skills:**

- Ability to create unique graphics for different package types by using my software and print skills including proper package presentation and clarity for retailers and consumers.
- Knowledge of special packaging requirements such as nutritional information guidelines and UPC barcode creation and specifications.
- Finishing processes such as Bag and Pouch making, die cutting, folding and sealing.

**Printing Skills:**

- 4 Color Process Printing
- PANTONE Color matching System
- Offset color separation Techniques including: traps, bleeds, overprinting, knockouts,
- Direct to plate and Film Plate Preparation
- Foil and ink Imprinting
- Finishing Processes including: Binding, Trimming, Lamination and Die cutting
- Bag and Pouch making
- Product Shrink wrap

**List of Current Design Software Used:**

- Adobe Illustrator (PC platform)
- Adobe Photoshop (PC platform)
- Adobe Golive (PC platform)
- Adobe InDesign (PC platform)
- Adobe Acrobat (PC platform)
- Adobe ImageReady (PC platform)
- Microsoft Office (2003 on XP)

**Print Hardware and RIP Knowledge:**

- Small Format Cannon Digital Press
- Large Format Epson Printer: 4 and 6 color 36"-60" wide sizes plus RIP system
- Large Format Illford Printer: 4 and 8 color 36"-60" wide sizes
- Knowledge in 40" Sheet fed Commercial Press
- Knowledge in Roll Fed 60" Flexographic Press
- Sun RIP Software
- Firery RIP Software
- INDIGO RIP Software
- Color Profile Curves and Media Filters

**MY EXPERIENCE(s):**  
**Creativity is very important - don't get me wrong, however...**

I have a **VERY STRONG** print and **prepress** background which I believe is key to building any **successful design piece**. I have worked for a variety of print houses and labs and have learned many pre-press and production **skills** that have proven invaluable to both my creative **approach** and overall design style.

I cannot really say what I am designing most often because it is a **constant change** from one type of project to another. I have created a number of **successful LOGO's** but have also done coordinating pieces like brochures, direct mail and pure identity pieces. Most **LOGO clients** quickly turn into **identity, brochure, and web clients**. They understand that having a "nice design" piece is fine but what really matters at the end of the day is how easy, fun, affordable and successful their projects are **with G Whiz**.

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**Design Services Offered  
But Not Limited Too:**

- LOGO work
- Letterhead and Business Cards
  - Direct Mail Pieces
  - Brochures, Flyers
  - Posters
- Books and Book Covers
  - Web Site Design
  - Banners
  - Web Site Headers
- CD design including disc and jackets
  - Tradeshow booths
  - Sinage
- Packaging Design
- Powerpoint Presentations

SERVICE(s):  
**DESIGNS ALWAYS  
SERVED with a SMILE.**

My **approach** with every one of my clients is simple. Be **open**, be **honest**, be **friendly**, and most importantly... **Listen**. Each project has a voice of it's own and each client has a style and audience that is different as well. The job of communicating an idea into a great design can be much easier if the designer hears and understands the whole message up front. Limited budgets, limited sizes or other restrictions that **NEED** to be followed are usually presented as challenges. I truly believe that there is no such thing. They are just opportunities to use great copy and design to create something unexpected with the perfect message and ultimately a **success for both myself and the client**. Service with a **smile** means that **everyone should be smiling over the work...** especially you.

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## REFERENCES: HERE IS WHAT THEY ARE SAYING ON **GURU.com**

I am happy to say that since the start of G Whiz I have had some really nice things said about my work and design approach. I am a very active member of GURU.com and have had a steady ★ ★ ★ ★ ★ rating (that's as high as it goes) since first signing on there over 2 years ago. Here are some comments from my 4 pages of GURU positive feedback.

★★★★★

*"Lisa (G Whiz) is a very patient person! When we put our project to her we didn't really know what we wanted at all, but Lisa translated our eventual thoughts perfectly and we couldn't be happier with the results! Top class. Would have no hesitation recommending Lisa and we would definitely use her again."*

Steve • Investigator Direct (Ops) Ltd • London, UK

★★★★★

*"Tremendous job--understands how to get a message across that sells. Does NOT use a cookie cutter approach, original, creative work. Great communication and will not quit until your thrilled."*

Joe Bowab • Lobsteranywhere.com. • Salem, New Hampshire

★★★★★

*"Lisa (G Whiz) did a great job on this logo. Her response time was great and she gives you a bunch of choices to pick from. I would definitely recommend her to anyone looking for a good logo."*

Sports Marketing Administers • Eters, Pennsylvania

★★★★★

*"Lisa (G Whiz) did a great job! She captured the look and feel we were seeking and did it in a very timely manner. She makes the logo design process easy!"*

Daniels Computer Service • Wexford, Pennsylvania

★★★★★

*"Lisa (G Whiz) is a very fast worker and quite talented to boot! I'm very pleased and will be back if I ever need more work done. Highly recommended! :)"*

James • Elata Foundation • Chapel Hill, North Carolina

★★★★★

*"I will be working with Lisa (G Whiz) again and again. I can't imagine going to anyone else after experiencing her expertise, creativity and patience. She made me feel like I was her only customer and I ADORE her creation for my company. Her hard work allows us to put a confident face forward. Thank you Lisa!"*

Allison Maze Sullivan • Tripawd Inc. • Rochester, Minnesota

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