

CreatiVisibility – Firm Profile

Lisa Gulette

*Creative Director / Owner
CreatiVisibility*

CreatiVisibility creates visibility for its clients by taking a creative, marketing-faceted approach to Web and print design with the goals of building a lasting relationship between designer and client through attention to client needs, by problem-solving in a creative, well-researched and cost effective manner, and by producing print and Web communications products that meet or exceed professional standards.

CreatiVisibility is a certified Disadvantaged Business Enterprise (DBE) as a Women Business Enterprise (WBE), a certified Small Professional Services Firm (SPSF), and is an Historically Underutilized Business (HUB) small business in Wake County, North Carolina focused on serving corporate and governmental businesses as well as established small and medium-sized businesses. CreatiVisibility has meeting space in Cary and production studio space in Apex, North Carolina.

Lisa Gulette is the owner of CreatiVisibility, a full graphics and Web design firm. A native of Cary, she has been a part-time freelance designer since 1988 moonlighting when working other jobs and started working in the graphic design industry in 1986. She has extensive experience as a Webmaster, graphic designer, and communications director. Since 2000, Ms. Gulette has designed and developed websites, served as a graphic designer / creative director, and for years 2001- 2006 was in charge of growing a communications program through marketing, print, and Web media for the Institute for Transportation Research and Education (ITRE) at North Carolina State University. She opened CreatiVisibility, full-time, in January 2007.

Ms. Gulette's professional experience encompasses project leadership, technical and creative direction, production, and purchasing of public relations and marketing products. The variety of communications responsibilities range from expanding her clients' visibility through the design of printed marketing products, to designing Websites, to managing print purchasing for clients. As Graphic Designer she has created numerous original logos, layouts, and graphics used in hundreds of publications, and designed, developed, and maintained over 50 Web sites for clients. She provides creative direction, design production, technical implementation, and analytical problem solving as well as runs the day-to-day business functions for the firm.

Some past and/or current clients or end-clients include:

- North Carolina Department of Transportation (Several Divisions)
- Western Piedmont Regional Transit Authority
- Center for Transportation and the Environment
- Federal Highway Administration
- NC American Public Works Association (NC APWA)
- South Carolina Department of Transportation
- International Conference on Ecology and Transportation
- Louis Berger Group, Inc.
- Town of Morrisville, NC



EDUCATION

Webmaster Courses, 2002 – 2005
Ongoing Professional Development
North Carolina State University

Computer Graphic Design Certificate
School of Communication Arts, Raleigh, 2000

B.S. Commercial/Graphic Design, Atlantic
Christian College (Barton College),
Business Administration concentration focus in
Management & Marketing, 1988

CERTIFICATIONS

School of Communication Arts, Raleigh NC
(Computer Graphics Certificate)

ASSOCIATIONS

NC Association of Festivals and Events
2011-2013, Board of Directors
2008-present, Member

School of Communication Arts
2002-present, Advisory Board

2008 Apex Festival Commission Board
2009 Apex Festival Commission Publicity
Committee Member
2007-2010 Apex Chamber of Commerce

FIRM INFORMATION

Certifications:
Historically Underutilized Business (HUB)
Women Business Enterprise (DBA/WBE)
Small Professional Services Firm (SPSF)

Registered with:
State of North Carolina, NCVendor.com
NCDOT Directory of Transportation Firms

- Capital Area Metropolitan Planning Organization (CAMPO)
- City of Wilmington, NC
- Stantec Consulting Services, Inc.
- Operations Research/Education Laboratory (OR/Ed. Lab)
- North Carolina Public Transportation Association
- Pristine Beauty, Inc.
- NC State University Transportation Department
- National Association of State Directors of Pupil Transportation Services (NASDPTS)
- The Better Approach Coaching Service, LLC
- Christopher & Page Law Firm
- Locals Guitars and Music
- Woodruff Glory Days Festival/Dog Daze Festival
- Apex PeakFest
- MotoMark1, LLC
- Apex Dental Group
- North Carolina Biotechnology Center
- Chatham Transit Network
- Internet Domainian, Inc.
- Carolina Showfest
- Carolina Balloon

As Webmaster, she has built website architecture programmed HTML, XHTML, DHTML, JavaScript, CSS, ASP, XML/RSS, and created Flash video clips. In addition, she is experienced in accessible programming for clients needing to be compliant with Section 508 of the American's with Disabilities Act, and optimization for search engine indexing. Links to sites developed for ADA compliance are available.

Professional Honors and Associations

- Summit International Award, Silver Award, Marketing Effectiveness – Budget Under \$1M (2011)
- Summit International Award, Bronze Award, Creative Website – Women's Audience Category (2011)
- North Carolina Association of Festivals and Events, Board of Directors (2011 – 2013)
- Team project award: North Carolina Marvin Collins Planning Award from the North Carolina Chapter of the American Planning Association (2009)
- Advisory Board for the School of Communication Arts, Raleigh, NC (2002 – present)
- Member Apex Chamber of Commerce, Apex, NC (2007– 2010)
- Honorable Mention for Exceptional Project Award -
 "Escort Vehicle Operator Certification Program" for NCDOT – awarded by employer (2003)
- Awarded Highest Achievement in Computer Graphic Design - School of Communication Arts (2000)
- Graduated Magna Cum Laude - Atlantic Christian College
- President, Student Arts League, Atlantic Christian College
- Alpha Chi National Honor Society
- Atlantic Christian College four-year Academic Honor Scholarship
- Bessie Massengil Art Merit Scholarship of ACC (Barton) College Art Department

Publications

- "Function over Form: Using Web Safe Fonts" *Carolina Festivals*, Spring 2012, Vol. 12, No. 2
- "Is Your Website Cross-Browser Compatible?" *Carolina Festivals*, Winter 2012, Vol. 12, No. 1
- "Timing Communications for your Festival – Part 2." *Carolina Festivals*, Summer 2011, Vol. 11, No. 3
- "Timing Communications for your Festival – Part 1." *Carolina Festivals*, Spring 2011, Vol. 11, No. 2
- "How to Write so Your Website will be Read." *Virginia Festivals*, Fall 2010, Vol. 10, No. 6
- "How to Write so Your Website will be Read." *Carolina Festivals*, Fall 2010, Vol. 10, No. 6
- "Choosing the Ideal Graphic File Format." *Carolina Festivals*, Summer 2010, Vol. 10, No. 5
- "Start Planning Your Event Visibility with a New Theme." *Carolina Festivals*, Winter 2010, Vol. 10, No. 3

