

liz smith

860.478.8867 / liz@lizsmithdesign.com

profile Designer with 7 years of professional experience; seeking rewarding design projects that allow me to utilize my advanced communication and design skills.

education

Master of Arts: Graphic Design

Savannah College of Art & Design: Fall 2005 - Spring 2007

Cumulative GPA: 3.9

Bachelor of Arts: Media Communication

College of Charleston: Fall 1999 - Spring 2003

Secondary concentration: Studio Art

experience

Creative Director

S.H. Smith & Company: July 2010 - current

- Design and produce all printed and electronic marketing / communication materials
- Develop and execute marketing plans and strategies

Freelance Designer

May 2008 - current

- Provide graphic design services & expertise as related to print and web
- Establish and maintain professional relationships with a variety of client types

Designer/Art Director

The Donaldson Group: April 2007 - July 2010

- Develop smart solutions for a variety of clientele through the balance of strategic and aesthetic design
- Sustain the team's creative momentum of web and print design projects – from creative inception through final production
- Communicate with clients and vendors to foster smooth project development

Marketing Coordinator

Amenta/Emma Architects: Dec 2003 - April 2007

- Coordinated the production of proposals and presentation materials
- Researched and monitored business development leads
- Assisted in the development and implementation of new marketing programs, goals and strategies

skills

- Adobe Creative Suite
- Quark Xpress
- Dreamweaver, Flash
- html, CSS
- PC and Macintosh Platforms
- Digital & 35mm Photography
- Microsoft Office
- SEO

involvement

- Volunteer Designer, Aurora Women & Girls Foundation
- Volunteer Designer, Our Companions Domestic Animal Sanctuary
- Member, AIGA Connecticut
- Member, Society for Marketing Professional Services: 2003 - 2007
- President, Delta Delta Delta Sorority: 2002 - 2003
- Intern, Hartford Public Access Television: Summer 2002