



SUMMARY

Elizabeth is a designer with a clean aesthetic and passion for connecting people. She thrives in solving design problems with visually, pleasing aesthetics and seamlessly, functional solutions. With over six years experience, she excels in noteworthy design that displays thought and tact.

EXPERIENCE

SENIOR DESIGNER GRAPHIC DESIGNER

DECEMBER 2014 — PRESENT
APRIL 2012 — DECEMBER 2014

Potomac Communications Group

- Assist the V.P. of Creative Development and project management in overseeing website design and development from the inception, research prototype, and finalization stages
- Consult and educate clients on how to maximize design potential through visual messaging and communication
- Develop ongoing research into new and emerging products in the design field worldwide
- Oversee and maintain project development through timelines and production schedules both internally with staff and externally with clients
- Enhance the online presence of clients based on their target audience through social media campaigns
- Create and nourish a cohesive look that reflects the mission of Potomac Communications Group through brand guidelines and the execution of in house marketing materials
- Customize and maintain WordPress based websites and code based around the needs of the audience with the desires of the client
- Communicate data, facts, and stories through visually compelling infographics and animated videos
- Develop digital strategies and methodologies that market websites to be user effective and friendly

FREELANCE DESIGNER

JANUARY 2011 — PRESENT

Self-Employed

- Create visual products within print and digital mediums
- Analyze client websites and provide feedback to maximize the potential of usability
- Provide visual and stylized concepts for client branding

PRODUCTION & WEB ASSISTANT

JANUARY 2012 — APRIL 2012

Baltimore City Paper

- Directed the print layout of the Automotive, Rent, Real Estate sections
- Developed XML code to host images and content on the CityPaper website
- Composed advertisements for local Baltimore-area businesses in the weekly newspaper, special issues, and feature magazines

INTERNSHIPS

MILLER-COX DESIGN INC.

SEPTEMBER 2011 — DECEMBER 2011

SHOPTAW DESIGN

SEPTEMBER 2010 — JULY 2011

ROWMAN & LITTLEFIELD PUBLISHING

MAY 2010 — AUGUST 2010



EDUCATION

USER EXPERIENCE CERTIFICATE

General Assembly

SUMMER 2016

BACHELOR OF SCIENCE, GRAPHIC DESIGN

Towson University

DECEMBER 2010

LEADERSHIP

CHAPTER HOST OF LADIES, WINE AND DESIGN

Responsibilities include: conceptualizing topics for monthly meetings; establishing budget for special events; coordinating with local venues, sponsors and guest speakers; promoting through social media; and informing the national organization on chapter success.

RELATED SKILLS

Problem Solving and Identifying • Competitive Research and Analysis
• Story boarding • Mood Creation • Rapid Prototyping • Responsive Web Design • Management in WordPress • Mobile and Tablet Design
• Content Auditing • Mobile and Tablet Design

PROFICIENCIES

Adobe Creative Suite • Sketch • HTML5 • CSS3 • jQuery • InVision • WordPress

MEMBERSHIPS AND ATTENDANCES

- AIGA DC Member and Volunteer
- Adobe XD Creative Jam Contestant—Third place winner
- BrooklynBeta Attendee
- Creative Mornings D.C. Member
- D.C. UX Member
- Generate Conference Attendee
- Refresh DC Member

REFERENCES

FRANK CLEMENT

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JOHN SALMON

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