



(P) 603.377.0704
(E) liz_smith@comcast.net
(W) lizsmith-design.com

Education

SAVANNAH COLLEGE OF ART AND DESIGN (SCAD)
BFA in Graphic Design, Savannah, GA
June 2013

MCINTOSH COLLEGE
Accelerated AS in Marketing, Dover, NH
December 2007

Professional Experience

CREATIVE DIRECTOR
RR Landis, Savannah, GA
September 2014 – Current

Heading a multi-disciplinary team responsible for developing, marketing and supporting multiple brands. Designing and implementing e-commerce websites along with social media campaigns. Responsible for defining and scoping all projects, including time and budget requirements, along with management of all print and digital work, user testing and deployment.

- ▶ Creating content that converts visitors to purchasers.
- ▶ Fixing problems encountered in the functionality of all websites.
- ▶ Successfully managing multiple projects to tight deadlines.
- ▶ Strong presentations supported by creative visuals.

CONTRACT UX AND WEB DESIGN
United Web Works, Savannah, GA
October 2014 – Current

Working in conjunction with a fast paced, dynamic environment, responsible for determining all design decisions and functionalities.

- ▶ Creating eye-catching responsive digital design concepts across various platforms.
- ▶ Interacting with account managers, programmers and clients.

MARKETING DESIGNER
Welsch Aviation, Savannah, GA
July 2012 – June 2014

Worked closely with the sales associates to create eye-catching marketing collateral that adheres to company branding standards while giving the company a modern feel. Responsible for accurate use of digital assets, printing estimates & relations as well as client support.

- ▶ Enhancing the look, functionality and user experience of the existing marketing materials.
- ▶ Created measurable brand awareness utilizing digital & traditional marketing.

DESIGN MANAGER
Ele & The Chef Restaurant Collection, Savannah, GA
May 2012 – May 2014

Developed and implemented a new, effective visual identity for the Ele and the Chef Restaurant Collection participants (encompassing six establishments plus the parent company).

- ▶ Created measurable brand awareness utilizing digital & traditional marketing.
- ▶ Over 300% growth in social media accounts.

CONTRACT DESIGNER
CPM (Construction Planning Management), Salem, NH
July 2007 – Current

Long term client requiring eye-catching ads, direct mail pieces and brochures that fit the unique requirements of their various management properties.

- ▶ Successfully managing multiple projects to tight deadlines.
- ▶ Liaising closely with the client at the design and press stages

Professional Skills

AREAS OF EXPERTISE

· Web Design & front end development · E-Commerce · UX/UI · Wire-framing · User Testing
· Typography · Logo Design & Branding · Print & Digital Publication · Presentations · Social Media

TECHNICAL SKILLS

· Adobe Creative Cloud including Photoshop, InDesign and Dreamweaver · Adobe Acrobat X Pro
· HTML 5 & CSS 3 · Experience with Java, PHP & MySQL · Wordpress · Axure · AdWords