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LIZSCHAEFERDESIGN

## EDUCATION

Bachelor of Fine Arts  
Graphic Design Emphasis  
University of Wisconsin - Eau Claire

## TOOLS

Adobe Creative Cloud  
*Expert Level (10+ years' experience)*  
InDesign, Photoshop, Illustrator  
Lightroom, Premiere Pro,  
Keynote, Pages, Google Suite,  
SquareSpace, MailChimp

## SKILLS

Branding  
Presentation Design  
Document Creation  
Project Management  
Package Design  
Page Layout  
Social Media Marketing  
Website Design

## RECOMMENDATION

“Whether it is print, web, or a trade show project she listens to our needs and adds her own solid art direction and perspective. Project management is strong, with projects staying on time, on budget, and without fuss. She has worked with many of our staff and can easily work with both small and large teams.” - *Jon Tatrooles*

## GRAPHIC DESIGNER / BRANDING CONSULTANT

### PROFILE

Graphic designer and branding consultant passionate about helping companies launch their image and products into growth mode. Seasoned in both print and electronic media, with strong production design experience and an outstanding level of attention to detail, follow-up skills, and the ability to work with a diverse clientele. Establishes and maintains relationships while communicating ideas; can take direction from written or spoken ideas and convert them seamlessly into images, layouts, and other designs. Shapes a business environment through branding and identity design.

### EXPERIENCE

#### LIZ SCHAEFER DESIGN, LLC - GREATER MILWAUKEE AREA

*Graphic Designer/Creative Designer/Owner | 2009-present*

Specializes in contract work for small to mid-sized companies. Services and products include print design, package design, identity & branding products, social media graphics, web design, page layout, large format print, environmental graphics, videoediting, and digital photography.

- Produces a clean, message-forward style; uses flexibility and integrity in the design
- Designed entire cadre of advertisements for a client including logo and business cards; took the project to the next step by photographing client's finished products, which resulted in the client's ability to update website product photos rather than purchase stock
- Created design used by the client for their entire identity and brand campaign, design in which client also used for outside signage greatly increasing visibility and consistency for customers

#### STUDIO @ ONE ZERO CHARLIE - WOODSTOCK, ILLINOIS

*Executive Graphic Designer | 2005-2009*

Served as principal designer; assisted in the design process from inception to final design. Projects included print and package design, identity and branding, web design, page layout, flash video, billboards, and large format.

- Collaborated with a team of designers in client meetings creating a diversity of ideas for clients; results included increased client satisfaction with design and services
- Company enjoyed increased revenue as a result of client increasing project To include website design from successful logo creation
- Managed the establishment of an additional office in the Madison, Wisconsin area yielding new clients

#### H&M DISTRIBUTING - MADISON, WISCONSIN

*Graphic Designer | 2003-2005*

Produced point-of-purchase marketing brands for multi-sized breweries and other products distributed through H&M in the Madison and surrounding area. Projects included point of purchase displays and banners, image editing, illustrating and reconstructing logos, digital photography, page layouts, large format printing, and vinyl banner assembly.

- Introduced H&M to more contemporary software and how to use giving the company new graphic ideas and design menus