

Elizabeth Smith

GRAPHIC DESIGNER

CONTACT

foltzea@gmail.com

(603) 494-4038

www.bethsmithdesign.com

www.linkedin.com/in/bethsmithdesign/

EDUCATION

University of Maine

B.A. New Media

Graphic Design concentration

Minor: Business Administration

(December 2007)

Phi Beta Kappa Honor Society

University of Maine Softball (2003–2007)

NCAA All-American Scholar Athlete (2006–2007)

SKILLS

Photoshop

Illustrator

InDesign

Animate

Premiere Pro

QuarkXPress

HTML

CSS

PHP

Word

Excel

PowerPoint

Microsoft and Mac OS

Hubspot

Sitecore

SEO

SPECIALTIES

Layout

Photography

Typography

Print Production

Web Graphics

Email Production

Frontend Design

Responsive Web Design

Project Management

EXPERIENCE

Collette

Senior Digital Designer & Producer

Pawtucket, RI (July 2018–Present)

- Design landing pages, banner ads, emails, flyers and direct mail
- Build, maintain and schedule content using a content management system
- Collaborate with internal teams to lead and develop creative to support marketing campaigns
- Utilize user experience testing and analytics to inform and inspire design decisions and ensure user-centric best practices
- Regularly interface with the IT team on website updates and enhancements

Amoskeag Auction Company

Graphic & Web Designer

Manchester, NH (August 2008–July 2018)

- Coordinated and produced all print and web-based advertising
- Shot and edited in-house product photos for quarterly catalogs
- Maintained company website and online listings
- Produced artwork for trade show displays
- Managed production schedule and layout of silent auction catalog from start to finish

Measured Progress

Graphics Illustrator/ Editor

Dover, NH (February–July 2008)

- Developed digital illustration files used in printed tests and computer-based testing environments
- Prepared digital files in a variety of formats for internal and external clients
- Revised illustration files after the completion of the production cycle to ensure integrity between archived illustration files and printed test booklets

Department of University Relations

Junior Graphic Designer

University of Maine: Orono, ME (September 2006–December 2007)

- Designed print publications, displays, and web graphics in accordance with the University's visual identity
- Corresponded with clients to meet the needs of the campus community
- Worked with a team of Senior Designers to develop creative ideas and solutions to projects