

LIZ LAWLER

Visual Designer

CONTACT



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267-471-1313

EDUCATION



Savannah College of Art and Design

Savannah, GA | Lacoste, FR | eLearning
B.F.A. Graphic Design with minors in
Packaging Design and Art History

QUALIFICATIONS



Visual Design

Exceptional typography, branding, UX/UI, web, print and digital marketing, storyboarding, and concept development skills.

Experience Design

Proficient at human-centered design, user journey and flows, design thinking techniques, product development, prototyping, and user research.

Adobe Creative Cloud

Expert in Illustrator, InDesign, Photoshop, Acrobat, and working knowledge of After Effects, Animate, and Premier.

UX/UI Softwares

Proficient in Sketch, and XD.
Understanding of HTML and CSS.

Business Application Softwares

Adept in Office 365, G Suite, Jira, Wrike, Advantage, Slack and other work management softwares.

Soft Skills

Dedicated to crafting a collaborative and communicative work environment, developing effective time management strategies, and executing thoughtful decision making and problem solving.

WORK EXPERIENCE



BENEFITS DATA TRUST | PHILADELPHIA, PA

Service Designer | Aug. 2023 – Present

- Conduct user research and translate client insights into end-to-end experiences.
- Prototype and test diverse service touch-points and transform trends into logical, implementable solutions.
- Design services to improve benefits access, including leading the team in developing a live agent texting solution. Evaluate services for an AI tool to determine benefits eligibility, effective methods to digitally share resources with clients, and UX/UI improvements to screenings for benefits.
- Manage output for the in-house Graphic Designer, external contractors, and partner organizations. Overseeing the implementation of the visual identity and providing constructive feedback.

UI Designer | Nov. 2020 – Aug. 2023

- Translated high-level requirements and user feedback into interaction flows and artful, intuitive, and functional user interfaces.
- Collaborated with Product & Technology teams to transform concepts into engineering-ready deliverables in an agile development environment.
- Utilized a human-centered design approach by interviewing users and stakeholders to conduct research and inform digital experiences.
- Maintained the organization's design system and established use of visual identity across marketing materials, website, tools, and digital resources.

JOURNEY COMMUNICATIONS INC. | WAYNE, PA

Lead Graphic Designer | Mar. 2020 – Nov. 2020

- Established branding of new immersive experience offerings for curbside pickup, dining environments, COVID technology, and virtual event services. Ensured customer experience is intuitive, safe, and accessible.
- Oversaw the production and design of digital and print promotional assets.

WILDFIRE | WINSTON-SALEM, NC

Graphic Designer | June 2018 – March 2020

- Conceptualized creative concepts for strategic advertising and marketing campaigns, taking projects from ideation to completion. Managed high level of work output in a fast-paced environment.
- Acted as creative lead, oversaw the execution and production of campaigns with print, digital, motion, and environmental channels.
- Designed and executed materials for more than 30 clients across a variety of fields, including higher education, finance, healthcare, and food and beverage.

SCAD + DELTA AIR LINES | SAVANNAH, GA

Graphic Designer + Resource Manager | Sept. – Dec. 2017

- Collaboratively branded the International Delta Air Lines Uniform Unveiling Event with a multidisciplinary team.
- Designed touchpoints from entry to unveiling the uniforms, private fittings, interactive ordering method, literature, and promotional campaign.
- Supervised purchases as Resource Manager, maintaining project budget and providing team with materials.