

# LIZ HARTER

Designer based in Queens, NY

## EXPERIENCE

### **UX/UI Intern — Superbolt Marketing Agency**

APRIL 2022 - PRESENT (NEW YORK, NEW YORK)

- Collaborate with emerging e-commerce brands for full Shopify website redesigns to drive sales, increase brand consistency, and create a better user experience.
- Coordinate with marketers, copywriters, and designers to develop landing pages and iterate design changes based on A/B testing results.
- Deconstruct broad creative briefs by deciphering key visuals and functionalities for effective design deliverables.
- Support retainer clients with accelerated design adjustments for promotional offerings, new product additions, and page layout changes to better guide users.

### **Founder & Freelance Web Designer — Big Wave Studio**

JUNE 2020 - APRIL 2022 (NEW YORK, NEW YORK)

- Took initiative to learn the Adobe product suite and visual design skills.
- Served over 15+ small and mid enterprise businesses to launch user-informed, mobile-first websites.
- Partnered cross-functionally with copywriters, illustrators, & photographers.

### **Design Project Manager — Quill & Co. Design**

AUGUST 2020 - APRIL 2021 (REMOTE)

- Developed over 15 client projects, managed timeline and monitored performance.
- Oversaw organizing final logo files, creating brand guidelines documentation, and front end web development.
- Worked closely with instructors to prepare online materials, content and tools to facilitate educational resources for new designers.

### **Lead Server & Team Handler — Lilia Ristorante**

MAY 2019 - MARCH 2020 (BROOKLYN, NEW YORK)

- Led a team of 5-7 hospitality experts in upholding Michelin Star standards via collaboration and quick communication.
- Directed positive problem solving in high-stress situations.
- Onboarded new team members with workplace culture, role expectations, and service standards.

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## EDUCATION

### **Canisius College**

B.A., Communication Studies &

Spanish

Buffalo, NY, Class of 2015

### **Designer Up**

Product Design Thinking Online Course

Remote Learning, Currently Enrolled

## SKILLS

Business Strategy

Brand Design

Client Management

Customer Service

Design Systems

Project Management

Presentation Design

Typography Design

User Interviews

User Research

Visual Design

Web Design

## TOOLS

Google Workspace

Asana

Figma

HTML/CSS

Illustrator

InDesign

Invision

Notion

Monday

Photoshop

XD

## LANGUAGES

English (Native Proficiency)

Spanish (Professional Proficiency)