

Liz Harter

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EDUCATION

Canisius College

Communication Studies & Spanish

Buffalo, NY

2015

- All College Honors Program, Integrated Marketing Concentration

Avocademy UX/UI Bootcamp

User Research & User Experience Studies

Virtual Learning

09/21 — Present

WORK EXPERIENCE

Big Wave Studio

Lead Designer, Brand Strategist, & Founder

Remote

06/20 — Present

- Launched a freelance business in the middle of a pandemic focused on brand strategy, brand design, and web design for service providers such as photographers, boutique marketing agencies, wellness providers, and visual artists.
- Served over 20 female-identifying creative entrepreneurs through brand identity development (full logo suite, color palette, typography, and social media design guidelines) and designed and developed over ten mobile-friendly websites.
- Guide and support clients throughout the entire creative process so they feel like collaborators.
- Help clients understand their brand's user personality and needs, competition, and unique selling points all while considering their short-term and long-term business goals.
- Lead and educate clients with a detailed website training process so they feel empowered using technology.
- Collaborate cross-functionally with other service providers needed to bring projects to life such as copywriters, illustrators, & photographers.

Quill & Co. Design

Design & Marketing Assistant

Remote

08/20 — 04/21

- Acted as the right-hand collaborator to an established brand and web designer offering custom design services and a product suite of educational offerings for new designers.
- Contributed to high-level marketing strategies for upcoming course launches, new product offerings, and content strategy on Instagram and Pinterest.
- Worked on brand design and web design projects by exporting and organizing final logo files, creating Brand Guidelines documents for clients, and developing web designs.
- Communicated daily as a brand liaison with potential collaborators, industry peers, enrolled students, and clients through email and Circle, an online community application for digital creators similar to Slack.
- Wrote and designed bi-weekly email newsletters featuring blog round-ups, design news, and product promotions that averaged a 7-8% open rate.
- Responsible for weekly blogs optimized for SEO related to branding, entrepreneurship, and web design from October 2020 — April 2021.

LEADERSHIP EXPERIENCE

Lilia Ristorante

Lead Server

Brooklyn, NY

05/19 — 03/20

- Led a team of 3-4 staff members in a busy section of the restaurant to guide guests through an exceptional dining experience through team collaboration, quick communication, and resourcefulness.
- Problem solved in fast-paced, high-stress situations with hosts, junior servers, managers, and head chefs.
- Tasked with observing potential new hires, sharing feedback and insight with management, and training new team members on Lilia's workplace culture, role expectations, and casual fine dining service standards.

SKILLS & INTERESTS

Toolkit: Adobe Suite (XD, Illustrator, Photoshop, InDesign, Premiere Pro), Figma, & Google Suite

Skills: Art Direction, Brand Strategy, Copywriting, Social Media Marketing, Web Design, & User Research

Interests: Product Design, Digital Illustration, Typography Design, & Influencer Marketing