Elizabeth Yim

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PORTFOLIO www.lizziyim.com

CREATIVE SKILLS Graphic Design, Branding & Identity, Desktop Publishing, Print Production, Web Design, Creative Direction

TECHNICAL SKILLS Adobe InDesign, Adobe Illustrator, HTML/CSS, JavaScript, Python 3, R

EXPERIENCE

Lead Designer & Desktop Publishing Specialist   October 2023 – Present
Eagle Technologies, Inc.

- Contract: Center for Substance Abuse Treatment Umbrella Evaluation (CUEC)
- Produce visually appealing and accessible graphics, reports, publications, and presentations, ensuring readability, consistency, and visual alignment with corporate brand guidelines
- Collaborate closely with subject matter experts and project management teams to understand requirements and deliver high-quality visual content on time

Lead Business Development Designer   March 2021 – Present
Eagle Technologies, Inc.

- Create visual assets and marketing collateral (i.e., corporate brochures, capability statements, white papers, pitch decks, proposals, and RFP responses) that adhere to company objectives, brand identity, and messaging to support business development initiatives and communicate company's value proposition to prospective clients and partners

Data Visualization/Research Associate   January 2019 – May 2021
Eagle Technologies, Inc.

- Contract: Behavioral Health Services Information System (BHSIS)
- Designed and built compelling and interactive data visualizations and dashboards to communicate large, complex datasets and insights to senior leadership and non-technical stakeholders, providing critical business metrics and performance indicators
- Maintained data quality and accuracy to ensure data integrity by working closely with data engineers and analysts to clean and validate datasets, ensuring visualizations reflect accurate and up-to-date information

Brand + Web Designer   September 2023 – Present
Freelancer

- Create visually compelling user-friendly websites and digital assets for personal brands and small woman-owned, service-based businesses to create cohesive and impactful brand identities that align with business vision while understanding project requirements and target audience
- Coordinate with external teams (i.e., copywriters and brand photographers) to ensure seamless integration of design, functionality, and content

EDUCATION

Certificate in Graphic Design Visual Communications   2024
Emory University

Certificate in Data Analytics   2018
George Washington University

Bachelor of Science in Interdisciplinary Science   2017
Virginia Commonwealth University