

LIZ HARTER

Multidisciplinary designer based in Buffalo, NY

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EXPERIENCE

Founder & Freelance Web Designer — Big Wave Studio

JUNE 2020 - PRESENT (REMOTE)

- 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.

UX/UI Fellow — Superbolt Marketing Agency

APRIL 2022 - JULY 2022 (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.

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.

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
Figma
HTML/CSS
Illustrator
InDesign
Invision
Notion
Monday
Photoshop
XD

LANGUAGES

English (Native Proficiency)
Spanish (Professional Proficiency)