

# Liz Harter

Brooklyn, NY | [LinkedIn](#) | [Resume Website](#) | [Studio Website](#) | 716-329-7196 | [hartereliz@gmail.com](mailto:hartereliz@gmail.com)

## EDUCATION

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### Canisius College

Buffalo, NY

*Communication Studies & Spanish*

2015

- 3.51 Cumulative GPA, All College Honors Program, Integrated Marketing Concentration

### Avocademy UX/UI Bootcamp

Virtual Learning

*User Research & User Experience Studies*

08/21 — Present

## WORK EXPERIENCE

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### Big Wave Studio

Remote

*Lead Designer, CEO, & Founder*

06/20 — Present

- Launched an LLC 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, support, and educate clients throughout the entire design process so they feel like a collaborator.
- Help clients understand at a deeper level the value they provide users, who their main users are, what they need, and how they can better serve them through design and copy.
- Provide a detailed strategy for new branding materials and/or website launches so that clients can capitalize on updates by collecting emails and gaining followers through giveaways and promotions.
- Offer copywriting assistance in the form of prompts and guides for web design clients unable to afford a professional copywriter.

### Quill & Co. Design

Remote

*Design & Operations Assistant*

08/20 — 04/21

- Acted as the right-hand collaborator to an established brand and web designer offering custom design services and a virtual brand strategy course for new designers.
- Communicated on behalf of the brand weekly with potential collaborators/industry peers, enrolled students, and clients through email and Circle, an online community app for digital creators similar to Slack.
- Contributed to high-level marketing strategies for upcoming course launches, new product offerings, and content strategy on Instagram and Pinterest.
- Wrote and designed bi-weekly email newsletters featuring blog round-ups, design news, and product promotion that averaged around 7-8% open rate.
- Tasked with designing, writing, and scheduling two ten-day email marketing campaigns in Fall 2020 and Spring 2021 for the brand's online course resulting in an average 0.75% conversion rate for both launches.
- Responsible for [weekly blogs](#) optimized for SEO related to branding, entrepreneurship, or web design from October 2020 — April 2021.

## LEADERSHIP EXPERIENCE

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### Lilia Ristorante

Brooklyn, NY

*Lead Server*

05/19 — 03/20

- Led a team of 3-4 staff members in a designated section of the restaurant 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

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**Toolkit:** Adobe Suite (XD, Illustrator, Photoshop, Premiere Pro), Figma, Miro, Google Suite

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

**Interests:** Typography Design, Photography, Product Design, & Digital Illustration