

LIZ HARTER

Designer, Entrepreneur, & Hospitality Leader

EXPERIENCE

Brand & Web Designer / Big Wave Studio

MAY 2020 — PRESENT

- Learned the Adobe Suite through trial and error in quarantine, Youtube tutorials, online courses led by seasoned designers, and design study and observation
- Launched a freelance business in the middle of a pandemic focused on brand strategy, brand identity, and web design for creative small business owners
- Took initiative to gain first clients by offering creative trades with like-minded entrepreneurs and over-delivered design deliverables for exceptional customer experience
- Lead and educate clients with detailed training videos so they feel empowered using technology and their new designs
- Help entrepreneurs understand their brand's unique story, offer, and users all while considering short-term and long-term business goals
- Collaborate cross-functionally with other service providers needed to bring projects to life such as copywriters, illustrators, & photographers

Design & Marketing Assistant / Quill & Co. Design

AUGUST 2020 — APRIL 2021

- Acted as the right-hand collaborator to an established web designer offering custom design services and a product suite of educational resources for new designers
- Contributed to high-level marketing strategies for upcoming course launches, new product offerings, and content strategy on social media
- Collaborated on brand design and web design projects by exporting and organizing final logo files, creating Brand Guidelines documents for clients, and developing web design layouts
- Communicated daily as a brand liaison with clients, industry peers, and enrolled students

Studio Assistant / Yumi Matsuo Photography

NOVEMBER 2019 — JULY 2020

- Led communication for a busy NYC photography studio through client email correspondence, newsletter content, and social strategy
- Brought a flexible and positive attitude to constantly-changing commercial photoshoot sets
- Revamped the client on-boarding process by re-writing project proposal templates, welcome guides, and new client workflows for a more seamless user experience

Lead Server, Trainer, & Server Assistant / Lilia Ristorante

LEAD SERVER & TRAINER, OCTOBER 2019 — MARCH 2020

- 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
- Constantly learned the ingredients, cooking process, and selling points of complex dishes added to an ever-evolving food menu
- Utilized storytelling skills to highlight unique winemakers and their products

SERVER ASSISTANT, APRIL 2019 — OCTOBER 2019

- Became proficient in the restaurant's ethos, steps of service, and worked collaboratively with the lead server to deliver exceptional dining experiences

 lizharter.com

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EDUCATION

Canisius College

B.A. Communication Studies
& Spanish

Designer Up

Product Design & Product
Thinking Online Course

SKILLS

Brand Identity
Web Design
Typography
Design Systems
Art Direction
Brand Strategy
Market & User Research
Product Thinking
Project Management
Content Strategy

TOOLS

Figma
XD
Illustrator
Photoshop
InDesign
Basic HTML/CSS