



LIZ BRAVERMAN
GRAPHIC DESIGNER

LIZBRAVERMAN.COM

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LIZBRAVERMAN@GMAIL.COM

SKILLS

Visual design, Image retouching and composition, Print and digital collateral and advertising, Front-end website design, Wireframing, Mockup creation, Prototyping, UI/UX design, Project management, Clear communication, Client relations, Strategic creative design, Supervisory leadership, Graphic design principles, Marketing communications, Design budgeting

TOOLS

Adobe CC: InDesign, Illustrator, Photoshop, Dreamweaver, Adobe XD, After Effects; Figma, Microsoft Office, Asset management software, Project management software, HTML, CSS, Javascript, Mac and PC platforms

EDUCATION

BFA in Graphic Design
05/13 - GPA 3.6 - Cum Laude
Honors College
University of Central Missouri

ORGANIZATIONS

AIGA Kansas City
07/16 - 06/21
Communications Chair,
Director of Content,
Associate Web & Eblast

CERTIFICATIONS

Google UX Design
Certification
11/21
Issued by Coursera

EXPERIENCE

Graphic Designer - Perfect Press Printing - 10/22 - present

Web Designer

Paciolan - 10/21 - 09/22

Organized, processed, and uploaded "pick your own" seat maps to various collegiate and performance venue sites; updated pricing on current websites; reviewed websites during build for quality control

Freelance Graphic Designer

self-employed - 07/21 - 10/21

Collaborated with client to design print collateral for product marketing that matched company brand guidelines

Marketing Specialist

Milbank Manufacturing Co. - 05/19 - 06/21

Designed general and technical product flyers and large product pieces such as brochures and booklets in collaboration with product sales team; designed advertising for both print and web; designed t-shirts, tradeshow banners, billboards, flags, and other various collateral; created branding for inter-company events; collaborated with HR lead and content writer to update and redesign company HR benefits guides; managed creation and updates of pages for company website; designed landing pages for advertisements; collaborated with marketing assistant to design graphics for social media; ideated and executed ways to increase and improve website content with fellow marketing team members; developed design file standards and templates; created SOPs with fellow marketing team members; restructured asset organization and file storage

Cox Automotive: Dealer.com and VinSolutions - 01/15 - 05/19

Graphic Designer II (01/17 - 05/19)

Designed graphics for customers' websites or customers' advertising on external websites; designed collection of graphics for monthly themes project on set timeline while managing day-to-day projects; trained all incoming design team members in standards and processes; recreated creative assets for Lincoln's 2018 Wish List campaign for Dealer.com platform; presented with "Be the Energy" award for being a positive influence in the workspace and for involvement in inner-office organizations

Support Analyst (06/16 - 01/17)

Website Design Support (01/15 - 06/16)

Graphic Designer - Athletic Provisions - 05/14 - 12/14

Graphic Designer - Midwest Sports Productions - 05/13 - 2/14

Graphic Design Intern - Gear for Sports - 05/12 - 8/12

