Portfolio at DesignWithin.carbonmade.com

LLyzabeth@yahoo.com
619-204-2719
San Diego, CA
instagram.com/LLyzabeth

Elizabeth Wallace
Graphic Designer

Motivated graphic designer with 10+ years experience in both online and print media design. Looking to create innovative artwork for branding, social media, and responsive advertising design.

Skills

Adobe Creative Suite (Photoshop, InDesign, Animate, Illustrator, Dreamweaver, Premiere and After Effects.)

Microsoft Office, Google Workspace

Clipcentric, ResponsiveAds, Salesforce, Buffer, WordPress

Professional Experience

Online Advertising Designer
San Diego Union-Tribune/LA Times
2016 - Present

Produced online advertising for responsive, rich media campaigns, html admails, and landing pages.

Proficiency in Adobe Creative Suite as well as onlne vendor tools to create static and animated units.

Obtained new business by creating spec designs that demonstrated advertising possibilities that capitalized on growing trends in the industry.

Retained existing customers by reworking ads into fresh, new designs.

Worked in a fast-paced, deadline-heavy environment, required to be efficient, accurate, and innovative.

Print Advertising Designer
San Diego Union-Tribune
2005-2016

Designed print advertising for both newspaper and magazine formats.

Upheld a high level of print reproduction in all ads by confirming images were prepress and 4-color ready.

Advertising Assistant
San Diego Union-Tribune
2000-2005

Ensured the New Homes Real Estate Department was organized and efficient through filing, data entry, and communication with customers.

Scheduled classified, retail, and preprint advertising and coordinated agency advertising submissions.

Led three weeks of training classes when the paper transitioned to a new ad-order entry and billing system.

Education

Bachelor of Science, Communications
Major: Communications, concentration in Advertising
Appalachian State University, Boone NC

Graphic Design
Photoshop, Illustrator, HTML, Flash
UCSD Extension, San Diego

Personal Projects

Admin, PixelatedGeek.com

Responsible for daily site operations and coordinating coverage of San Diego Comic-Con and WonderCon

Co-produce the weekly Binary System Podcast.

Book Cover Design

Created over 30 covers for author Linda Winstead Jones.