

# Elizabeth STONE

## PROFESSIONAL EXPERIENCE

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### **VISUAL / UX DESIGNER** | May 2018 – present **Freelance** (Remote)

- Plan, design, and implement visual and marketing concepts for non-profit, retail, and educational clients to increase sales, participation, and community engagement for various causes and events. Emphasis on using a user-focused design thinking process.

### **REMOTE SR. DESIGN SPECIALIST** | June 2017 – April 2018 **Staples Print Solutions** (Overland Park, Kansas)

- Interviewed retail and internal clients to plan and implement visual design requests. As needed, recreated existing print designs in a digital format for delivery to the client to be used for future print and digital projects.
- Collaborated within the department to efficiently streamline our workflow system. This increased the consistency of our customer experience and decreased order processing time. This also improved onboard training for new hires.

### **MARKETING GENERALIST** | February 2016 – March 2017 **Centerline Solutions** (Golden, Colorado)

- Collaborated with stakeholders to brainstorm and implement marketing strategies to meet business development goals. Major goals were to increase company's brand recognition as an industry leader and cultivate new sales leads. Strategies involved developing marketing materials such as white papers, sales sheets, videos, social and web content.
- Using qualitative and quantitative methods, analyzed data from company's website, social media, and email campaigns to assess the effectiveness of our marketing strategies.
- Designed educational videos in collaboration with internal stakeholders to improve training processes, attract new sales leads, and increase employee recruitment.
- Produced the company's official visual design and branding guide to ensure consistency for all print, digital and external vendor products.
- Acted as graphic designer for the entire company which included creating designs for sales material, presentation decks, employee merchandise, conference swag, company event invitations, and more.

## CONTACT INFO

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7705 W. 95th Way  
Westminster, CO 80021  
573.424.7171  
stone.elizabeth.c@gmail.com  
linkedin.com/in/ecstone

**PORTFOLIO:**  
www.iamelizabethstone.com

## EDUCATION

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**TRUMAN STATE UNIVERSITY**  
Bachelor of Fine Arts in Visual  
Communications, Graduated May 2009

**INTERACTION DESIGN FOUNDATION**  
Fall 2018 - Present  
interaction-design.org/elizabeth-stone

**TEAM TREEHOUSE**  
teamtreehouse.com/elizabethstone2

## SKILLS

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### **SOFTWARE**

InDesign  
Illustrator  
Photoshop  
Figma  
After Effects

### **PROGRAMMING**

HTML / CSS  
Javascript  
Squarespace

### **OTHERS**

Marketing  
Social Media  
Google Analytics  
Drawing / Painting

### **DESIGN**

Design Thinking  
User Research  
Ideation Methods  
Visual/UI Design  
Responsive Design  
Prototyping  
Usability Testing  
Qualitative Analysis  
Quantitative Analysis  
Motion Graphics  
Video Editing  
Storyboarding  
Brand Strategy

### **PREMEDIA SPECIALIST III** | January 2014 – October 2015

**Staples Print Solutions** (Overland Park, Kansas)

- Managed daily projects from three different lines of business (prepress, e-commerce, design), ensured all processing procedures and artwork setup were appropriately followed for each specific business.
- Optimized customer submitted artwork files for press production to ensure no costly errors occurred during printing.
- Set up e-commerce web platforms to give clients access to a database of products that could be customized and ordered on demand.
- Worked with account managers to lead their clients through the design process so that the client was involved and satisfied with the final results.
- Trained and mentored new team members. Assessed when parts of the company's training process needed revision.

### **DESIGNER / PREPRESS SPECIALIST** | September 2009 – January 2014

**Direct Impact, formerly Brake Printing** (Columbia, Missouri)

- Interviewed retail clients to establish project scope, budget, and timeline needs so that I could provide quotes and turn times as well as discuss design ideas and print options.
- Managed a high volume of projects and deadlines while providing daily office support including assisting phone and walk-in customers to ensure we maintained a high quality customer service experience.
- Provided additional support as needed to other design and pressroom team members to ensure we met tight project deadlines. This included running digital production equipment and assisting with any finishing/binding procedures needed after printing such as collating, laminating, packaging, shipping, and more.
- Optimized customer submitted artwork files for press production to ensure no costly errors occurred during printing.