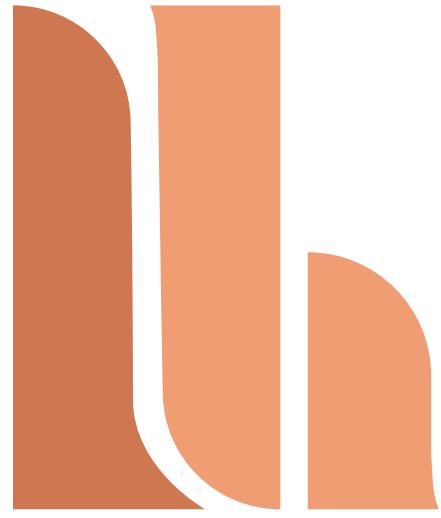




# LIZ HOGAN PORTFOLIO

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Apt 4  
Salida, Colorado 81201

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(720) 437 1754



# Liz Hogan

(720) 437 1754 | lizhogan.wp@gmail.com

## EDUCATION

2019 - 2022  
**GONZAGA UNIVERSITY**  
**Bachelor of Business Administration**  
Emphasis in Marketing  
Minor in Visual Literacy  
President's List: Spring 2020, Fall 2018  
Dean's List: Fall 2019

2018-2019  
**CALIFORNIA POLYTECHNIC STATE UNIVERSITY**  
**Bachelor of Business Administration**  
Emphasis in Marketing

Cumulative GPA: 3.7

## EXPERIENCE

March 2023 - Present

### HAGAN SKI MOUNTAINEERING USA

#### Social Media / Ambassador Manager

- Curate and create engaging content, including photos, videos, and blog posts, to showcase the company's products, services, and overall skiing experience
- Manage content calendars, ensuring a consistent and compelling brand presence across platform
- Identify and capitalize on seasonal trends and events to maximize engagement and brand visibility during peak ski seasons
- Grew Hagan's social media following by 26% within 6 months
- Developed and executed a comprehensive social media strategy for the ski company, aligning with business goals and targeting winter sports enthusiasts

July 2022 - Present

### AGENCY REVOLUTION

#### Account Executive

- Collaborate with cross-functional teams, including marketing, customer support, and product development, to meet client needs
- Mentor and train new sales team members to enhance their sales skills and facilitate ramp up
- Manage contract negotiations and pricing discussions effectively

March 2022 - June 2022

### CONTRACTED GRAPHIC DESIGN

#### Graphic designer

- Created templates for Instagram, Facebook and Twitter to be used for a variety of local businesses
- Produced quality designs under aggressive timelines
- Collaborated with clients on weekly meetings to create a cohesive and successful branding strategy

May 2020 - May 2021

### HANSEN COLLECTIVE

#### Account Manager / Copywriter

- Composed social posts for 5 clients' Instagram, Facebook, and LinkedIn monthly to grow their social media platforms and increase consumer outreach
- Designed strategic graphic Instagram content to project brand ethos and capture new audiences on behalf of the client
- Increased average engagement by 244% in 90 days

## LEADERSHIP & ACHIEVEMENTS

August 2018 - May 2022

### NCAA DIVISION 1 TRACK & CROSS COUNTRY

Gonzaga University & California Polytechnic State University

- Managed 20+ hours in training per week alongside a rigorous class schedule
- Led the Cross Country and Track team of 40 athletes to develop and work toward a common goal in a cohesive and supportive team environment
- Competed as a scoring athlete for a Division I program ranked 29th in the nation

August 2019 - May 2022

### STUDENT ATHLETE ADVISORY COMMITTEE

- Collaborated with Athletic Department to facilitate events and experiences to create a tight-knit, supportive athletic community
- Enhanced communications within the athletic department, West Coast Conference, and NCAA by reporting the student experience

May 2022

### "FAMILY THROUGH FIRE" DOCUMENTARY

- Quarter finalist in super short film category of Student World Impact Film Festival
- Collaborated with two other filmmakers to capture and share the emotion and intensity of the Marshall Fire

## SKILLS

Adobe Photoshop



Adobe Illustrator



Adobe Indesign



Premiere Pro



Microsoft Office



Social Media



# O1

## YOUR COMPLETE GUIDE TO FILM PHOTOGRAPHY

When I started as a film photographer I was frustrated with the amount of money I was spending on trial and error. There were so many things that I did not know how to do. I wanted to create a booklet that could fit into a camera bag and assist new film photographers in achieving what they wanted out of their work. This booklet is meant to be informational and simple, but also show the beauty of film photography and inspire some creativity for the new photographers.

The aesthetic came easily once I started picking out film photos from around the world to place in the booklet. I wanted the overall design to be simple so that the film photos could speak for themselves.

**Tools** InDesign, Photoshop

**Skills** Research, Layout,  
Typography, Writing



## How to choose the right film speed?

Now that I have decided the film speed, what brand should I use and why?

**Kodak Ektar 100**  
Strengths: Exceptional performance in well-lit environments and daylight conditions. Low grain results in clear and vibrant photos.  
Weaknesses: Limited suitability for indoor settings, low light, or periods around sunset. Less versatile.

**Kodak Gold**  
Strengths: Economical choice suitable for general photography purposes. Adds a vintage touch by subtly toning down colors and enhancing black levels.  
Weaknesses: The vintage effect might slightly fade photos' vibrancy, which can be seen as a pro or con based on desired aesthetics.

**Kodak Portra 160**  
Strengths: Ideal for capturing natural skin tones, exhibits versatility in various shooting conditions, maintains a balanced blend of contrast and color.  
Weaknesses: Positioned at a higher price point compared to some alternatives.

## Film brands comparison

**Fuji Film**  
Strengths: Widely accessible film option with a naturally neutral aesthetic.  
Weaknesses: The 400 variant can occasionally yield dull results in certain lighting conditions.

**CineStill 50**  
Strengths: Delivers an exceptionally smooth and almost painterly appearance.  
Weaknesses: Struggles in dim lighting situations, potentially leading to subpar outcomes.

**Color Reversal Slide Film (Provia, Velvia, Ektachrome)**  
Strengths: Excellent suited for landscape photography.  
Weaknesses: Prone to noticeable graininess, particularly less effective when it comes to capturing accurate skin tones.

## Double Exposure

How to I achieve a double exposure? Do I need a special type of film or camera?

A double exposure is simply one photo on top of another. By exposing your film to light twice, the photos overlap with one another to make a very unique and interesting shot. Many cameras have a double exposure setting to remain on the same frame to make this easy. For cameras that do not have this setting, the process is a bit more tedious. You must hold the film release button on the bottom of the camera while pushing the lever that would normally advance the frame. This lever will reset the shutter without pushing the film forward and you will remain on the same frame as long as the film release button is held down.

The best types of film to use are black and white or color negative film because they allow the photos to play together nicely and are harder to over expose. For metering a double exposure correctly, you may want to underexpose both photos. Because both photos are getting exposed to light, it may look washed out if you meter as you would a normal photo.

## HAPPY ACCIDENTS

Why do some photos come out with off coloring, streaks or odd marks?  
How do I avoid it? How do I make it happen?

Film photography comes with many delightful surprises and unexpected shots, all owing to its vintage and intricate development process. These accidents, often straying from initial intentions, contribute to the artistic essence of film.

One easy accident is a light leak. These happen when the camera's lens isn't securely closed or if the back of the camera is inadvertently opened. This allows outside light to sneak in, interacting with the film to create a different color. These light leaks can create streaks or patches of brightness across the image, infusing it with an element of unpredictability and a little artistic flair.

The grainy texture that sometimes emerges in photos is another product of the film's development process. This comes about due to the interaction of chemicals and the film's surface during processing. While it can lend a slightly rough appearance to the photos, it also imparts a distinct vintage quality and has a sense of nostalgia and authenticity.

It is important to keep these things in mind, but don't be too careful as some of these may actually enhance your photo and make it more visually interesting.

film	location	notes		
camera	lens(es)			
frame	subject	date/time	aperture	shutter
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frame	subject	date/time	aperture	shutter
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film	location	notes		
camera	lens(es)			
frame	subject	date/time	aperture	shutter
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At the end of the booklet, there are 4 pages that serve as a workspace for the photographer. There are many film options, settings to mess with on the camera, and different lighting that will give you a different result which can be overwhelming to a new photographer. This workspace allows students to document what they have learned through trial and error on to paper, so they can go back and look at what worked and what they would have changed, setting themselves up for success on their next roll of film.

# 02

## PASSION PROJECT: THE EYE OPENER

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In 1993, my mom opened up her own coffee house called The Eye Opener. She did it because she loves the taste of coffee and thought it would be a fun goal and project. She enjoyed every moment of it, but soon realized she wanted to dedicate more time to her family and she sold the coffee house in 1997. The shop remains with a different name and a completely different design.

Growing up with a mother that loves fancy espresso, I was exposed to coffee early and had no choice but to love the taste. Spending nearly every morning with my mom on the couch with a cappuccino in hand made coffee a symbol for me. To me, it meant spending time with my mom and loving something together and thus it became very special to me.

It has become a mission of mine to reopen her coffee shop and continue her legacy. This project was to explore the re-imagined branding of The Eye Opener by retaining subtle branding (color, fonts) but modernize it. My mom and I have had many serious conversations about reopening this coffee house some day, so this project was the beginning of a new The Eye Opener.

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**Tools** InDesign, Illustrator

**Skills** Branding, Layout,  
Typography, Writing



# PROCESS

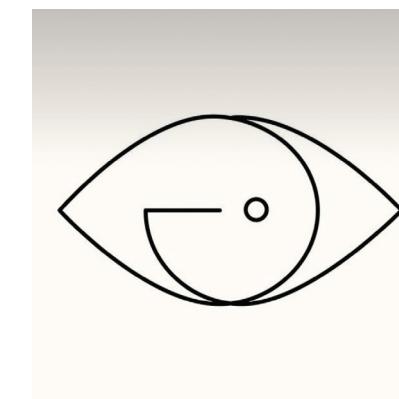
The moodboard played a pivotal role in shaping The Eye Opener logo and the overall aesthetic of the coffee house branding. It began with a deep exploration of my passion for coffee and its place in my life. Coffee shops, to me, are more than just places for a caffeine fix – they embody the love for coffee's rich flavor, being amidst a community, and a simple pause in the day. It was imperative to infuse these sentiments into the brand.

The simplicity and purity of some of these designs inspired me. I wanted to pay homage to my mother by creating a brand that emanated a soothing and genuine aesthetic. Drawing from my moodboard, I delved into the world of coffee packaging designs, logos, and colors that resonated with this vision. From these designs, I was able to start on some thumbnail sketches. I selected my top two and began to translate them to the computer.

Once I had the sketches in Illustrator, I messed around with the designs until I found something I truly connected with. This was the most time consuming part of the project because I wanted a design that represented the name and brand, was simple yet intriguing, and I felt proud of.

From there, I chose primary and secondary colors. These colors were inspired by mom's original logo. This was important to me because I wanted to stay connected to the roots of the brand. Once the system was set, I applied to various mediums: designs for coffee bags, menus, and cups for when we reopen the shop.

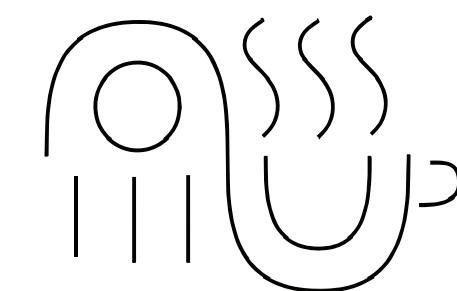
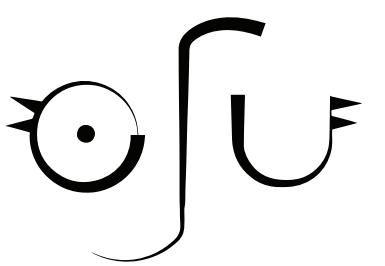
# RESEARCH / MOODBOARD



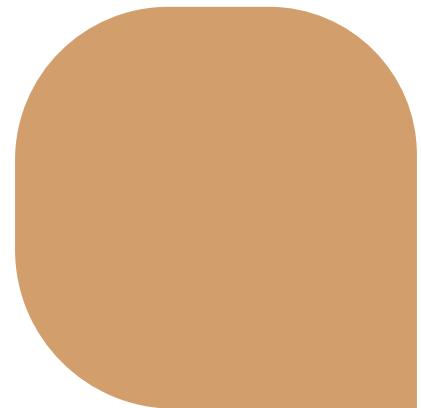
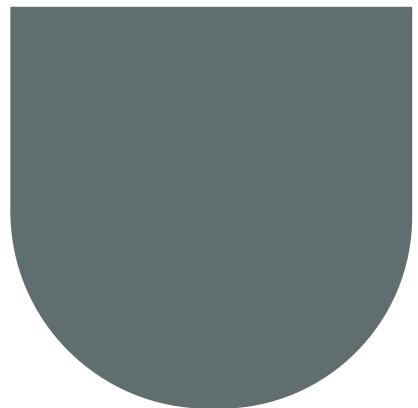
# SKETCHES



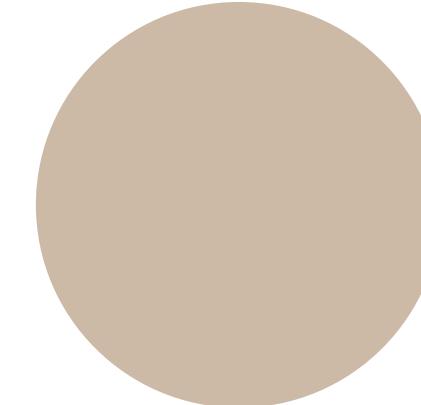
## INITIAL DESIGNS



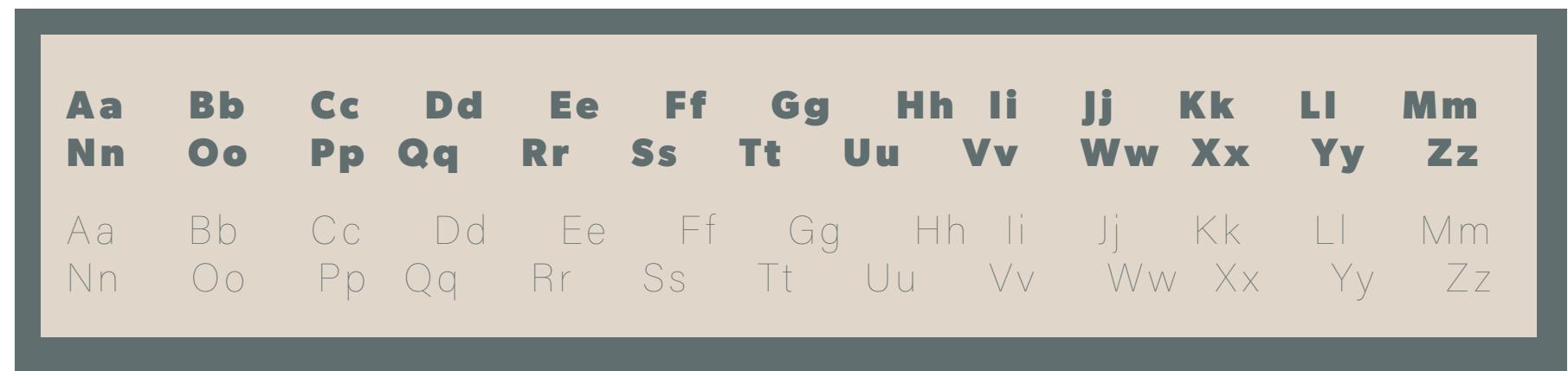
## COLORS



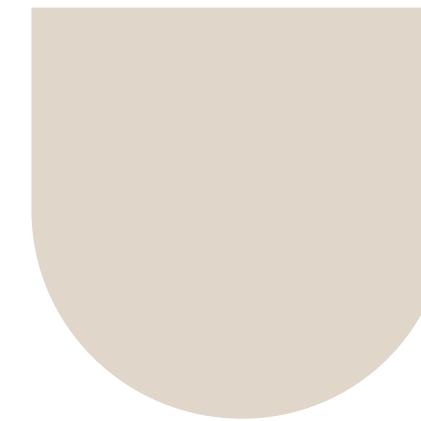
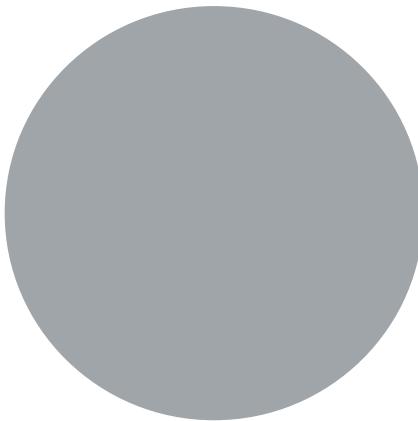
## LOGO



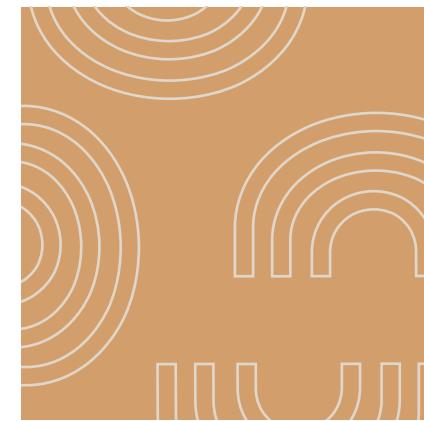
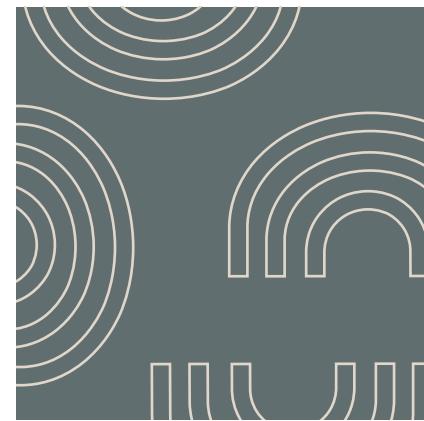
## FONTS



## SECONDARY COLORS



## PATTERNS





# 03

## GONZAGA SKI CLUB POSTER DESIGN

I had the exciting opportunity to work with the Gonzaga Ski Club, a dynamic group known for infusing a playful and lighthearted spirit into campus life. The members of this club are known for wearing creative costumes on the slopes and gathering for social activities before and after their skiing adventures.

Our primary objective with the poster designs was to elevate the club's visibility on campus. Collaborating with the ski club, we deliberate decided to keep the posters simple and engaging, departing from the typical cluttered and uninteresting promotional materials seen around campus.

We sought to have the posters portray the essence of this single message: "If you're seeking some goofy, exhilarating fun, look no further than the Gonzaga Ski Club." Through visually striking and minimalistic design, we aimed to pique the curiosity of potential members and create a memorable and approachable brand image for the club. We also wanted to emphasize the inclusiveness of the club, which is why I chose to illustrate a variety of skiers and snowboarders.

**Tools** Illustrator, Photoshop

**Skills** Illustration, Branding





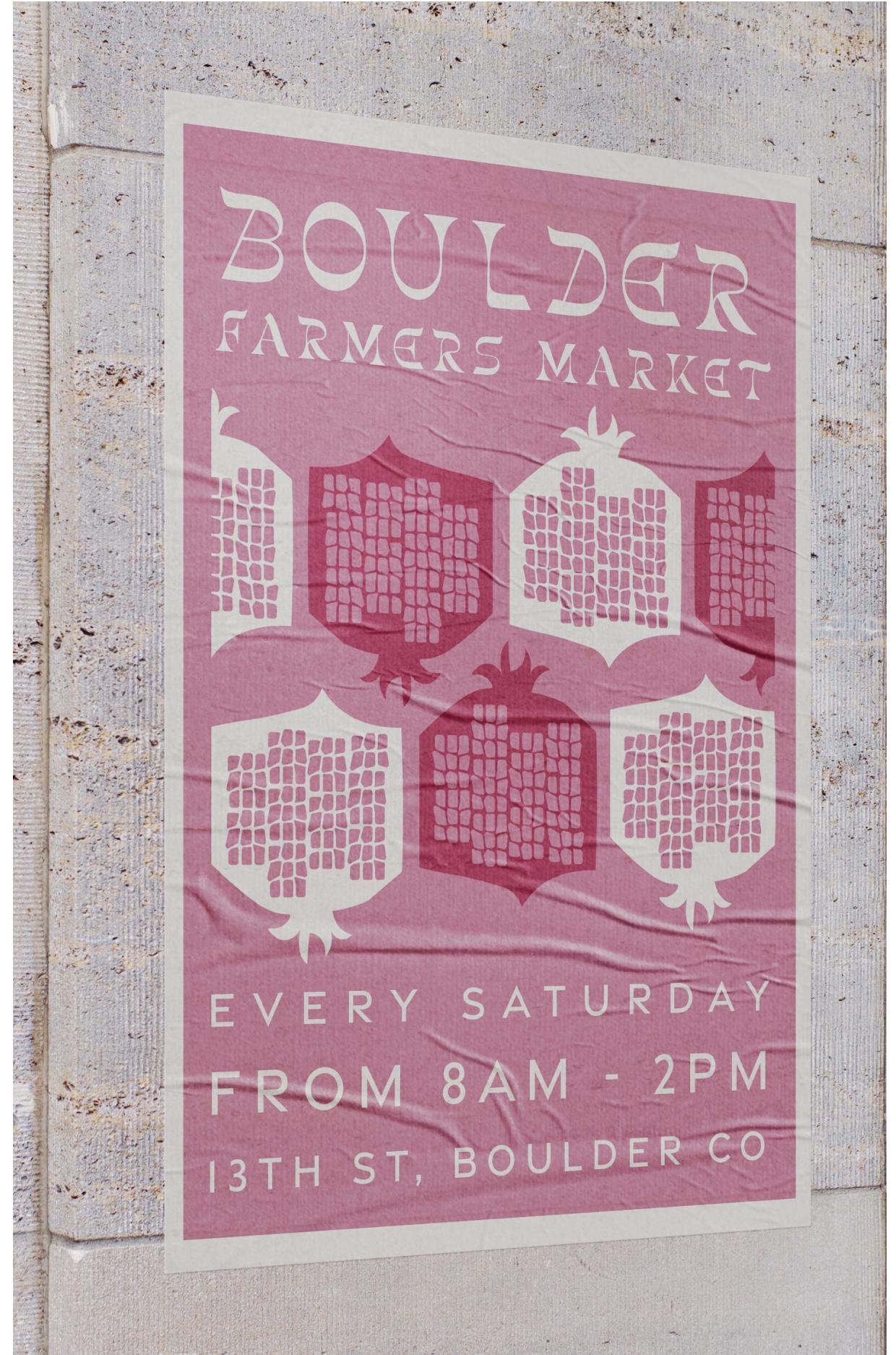
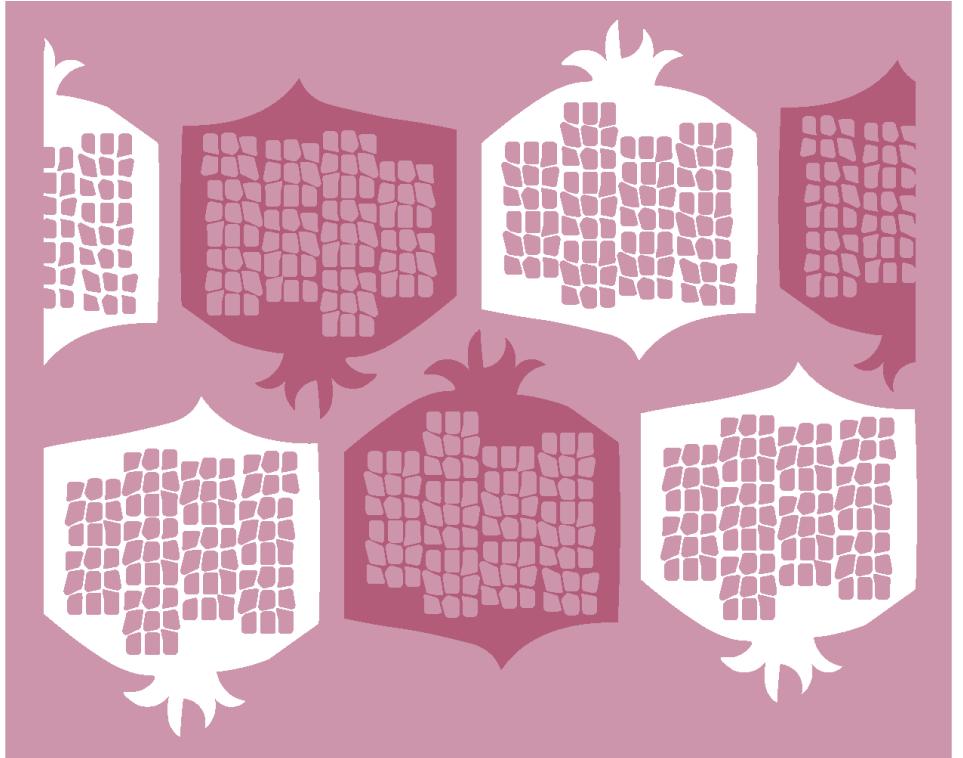
# 04

## BOULDER FARMERS MARKET POSTER DESIGN

The Boulder Farmers Market Poster Series comprised of a series of cohesive posters designed to be displayed prominently throughout the city of Boulder to advertise the market. These pieces exude a sense of fun, warmth, and community. The purpose of these posters was to connect with the local community and encourage attendance at the Boulder Farmers Market and the harmonizing lively colors and inviting imagery accomplishes this.

**Tools** Illustrator

**Skills** Layout, Illustration,  
Branding





# 05

## ONE2FA LOGO DESIGN

This is a branding project for ONE2FA, a forward-thinking tech startup. The main goal of this endeavor was the creation of a distinctive logo, where simplicity and contemporary tech aesthetics take center stage. The modern blue and gray logo establishes a bold and authoritative presence by exuding a sense of safety and security, two of the company's core principles. The use of ">>" in the logo design carries a subtle yet significant meaning for system administrators, the target demographic for ONE2FA. The subtle inclusion of this command line operator reinforces the startup's tech-focused brand. I worked with the company's CEO to iterate on multiple variations of the design.

**Tools** Illustrator

**Skills** Layout, Illustration,  
Branding

