

# Liz Rondone

GRAPHIC DESIGNER • FRONTEND DEVELOPER • PHOTOGRAPHER

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## EDUCATION

### Northwestern University

April-October 2017

Coding Boot Camp

### Western Carolina University

August 2006-August 2010

Bachelor of Fine Arts

Graphic Design Concentration

3.8/4.0 G.P.A. Magna Cum Laude

## TECHNICAL SKILLS

AJAX, APIs, Bootstrap, CSS,  
the Command Line, Express,  
Firebase, Github, Handlebars, HTML,  
JavaScript, JSON, jQuery, Media  
Queries, MySQL, Node.js, React.js,  
Reactstrap, Sequelize

### Adobe Creative Cloud/Suite

Acrobat, After Effects, Bridge,  
Dreamweaver, Flash, Fireworks,  
Illustrator, InDesign, Lightroom,  
Photoshop, Premier Pro

### Microsoft Office

## AWARDS & HONORS

### UCDA Design Awards

(1)Honorable Mention

### UPCEA Marketing Awards

(1)Gold, (1)Silver, (4)Bronze

### COA Excellence Award

Spring 2015 & Spring 2016

### WCU Volleyball Captain

August 2007-November 2009

### Student-Athlete Advisory Council

(Community Service Chair)

August 2006-May 2010

### WCU Dean's List

August 2006-May 2010

Excel, PowerPoint, Publisher, Word

### PC and Mac Platforms

## SUMMARY

Strong leadership skills, sociable and effective communicator, excellent creative capabilities, able to work in a team atmosphere as well as independently, committed to every goal, detail oriented, able to multi-task, and complete projects by their deadlines.

## RELEVANT EXPERIENCE

### Northwestern University, Chicago, IL

#### Graphic Designer • June 2016-Present

- Help feed the prospective student pipeline for more than 30 School of Professional Studies (SPS) programs by building awareness and generating interest by creating print advertisements, online display ads, and HTML emails.
- Promote SPS programs to prospective students by designing and producing print publications as needed including brochures, postcards, flyers, and invitations.
- Use design, technology, and project management expertise to support marketing and enrollment management efforts including social media, prospect communication, and web content.
- Lead the Integrated Communications Agility Group which examines SPS's contact with prospective students from start to acceptance and makes adjustments to streamline the process.

### College of The Albemarle, Elizabeth City, NC

#### Graphic Designer • June 2014-May 2016

- Design and print marketing materials to further College of The Albemarle (COA) such as program cards, mailers, posters, flyers and ads.
- Enforce the new brand by designing and replacing business cards, letterhead, folders, banners, phone, and desktop backgrounds.
- Hold the role of lead photographer by taking and editing all photos of events, campuses, professional portraits, performer head shots, and press release subjects.
- Design publications such as *Estuaries: A Visual Arts & Literary Review*, annual reports, Performing Arts Center annual brochures, playbills, athletic media guides, and student handbooks.

### StarNet Digital Publishing, Bloomington, IL

#### Director of Web Marketing & Design • January 2011-June 2014

- Lead marketing strategy meetings.
- Code digital promotions which collect and store data for clients such as Tony Stewart Racing.
- Work one-on-one with clients to design jobs including menus, logos, newsletters, invitations, and posters.

### You Name It Sports Magazine, Bloomington, IL

#### Editor/Art Director • August 2011-June 2014

- Design and maintain younameitsports.com.
- Develop a Bloomington-Normal high school sports magazine which distributes nine issues each year.
- Hire, train, and supervise interns, photographers, and writers.
- Direct and photograph feature photo shoots.

*\*References are available upon request.*