

Liz Braun

Web Design | UI/UX Design

Contact

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Education

2018 - 2022

B.A. Digital Media and Design
Web & Interactive Media Design
Communications Minor
University of Connecticut | Storrs, CT

Skills

Adobe Creative Suite
Bootstrap
Canva
Figma
GitHub
Hootsuite
HTML & CSS
Inclusive and Accessible Design
JavaScript
Microsoft Office
Social Media
Squarespace
UI/UX Design
WordPress

Experience

Head Web/Graphic Designer

Connecticut Digital Archive | Storrs, CT | September 2021 - May 2022

- Designed social media templates in Illustrator to highlight new and existing CTDA collections from Connecticut institutions and libraries
- Produced new logos and edited thumbnails for thematic collections to make them more visually appealing
- Set design guidelines, enhanced color palettes, and created PowerPoint templates for all CTDA projects to create cohesive branding
- Created graphics, mockups, and other assets to be used for future CTDA projects
- Collaborated with other workers and design team students on projects while giving and receiving feedback on CTDA content

Web Designer

UConn Student Designer | Storrs, CT | March 2022 - May 2022

- Designed a WordPress website for UConn Family Resilience and Mindfulness Empowerment (FRAME) Lab
- Communicated weekly with the main research professor to understand her lab and learn how to best showcase the lab
- Presented work in multiple mockups, such as wireframes, flat designs, and various iterations on WordPress
- Built out 8 pages and subpages on the website to clearly display lab information and past projects

Web Designer

Levo International | Storrs, CT | January 2022 - May 2022

- Worked with a team to update Levo International's Squarespace website, focusing on cleaning up the site and making sure all content was easily legible and accessible
- Refurbished the mobile version of the website, especially the store page, so that content did not overlap
- Communicated weekly with Levo clients through Teams, explaining updates and receiving feedback
- Worked in a student design team where one member and I were solely responsible for the website content and learned to combine our ideas and skills together

Graphic Designer

UConn Athletics | Storrs, CT | September 2021 - December 2021

- Worked in a team to design 30 motion graphics and mockups of current UConn basketball players to be displayed on two-story tall LED boards in the Werth Family UConn Basketball Champions Center
- Created animations to be displayed in the Werth Family UConn Basketball Champions Center when UConn wins home basketball games
- Communicated weekly with UConn clients on zoom or in person, presenting mockups and receiving any feedback
- Worked with a student design team where I embraced teamwork and gained excellent communication skills with my team members and clients

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Experience (Continued)

○ Repository Outreach Intern

Connecticut Digital Archive | Storrs, CT | March 2019 - May 2021

- Managed the various social media accounts of the Connecticut Digital Archive including Instagram, Twitter, and Facebook
- Produced weekly posts and templates from CTDA collections, tailoring content to present information to CTDA users
- Collaborated with other student interns on social media projects and pages for various CTDA collections and collaborations