

## Elizabeth Braun

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## EDUCATION

### University of Connecticut

Storrs, CT

Bachelor of Arts, *Digital Media and Design- Web & Interactive Media Design*

Communications Minor

May 2022

Dean's List Fine Arts

Fall 2019, Fall 2020, Fall 2021, Spring 2022 Semesters

GPA: 3.87

## WORK EXPERIENCE

### Connecticut Digital Archive

Storrs, CT

*Web/Graphic Designer*

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 within the CTDA to make the collections more visually interesting
- 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 students on projects while giving and receiving critical feedback on CTDA content

### UConn Student Designer

Storrs, CT

*Web Designer*

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 it on the site
- 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
- Showed the professor how to make updates in WordPress so she could add future content

### Levo International

Storrs, CT

*Web Designer*

January 2022-May 2022

- Worked with a team to update Levo International's website and create social media graphics
- Updated their 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
- Worked with a student design team where another member and I were solely responsible for the website content and learned to combine our ideas and skills together
- This experience was in collaboration with UConn senior DMD class Agency

### **UConn Athletics**

Storrs, CT

*Graphic Designer*

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
- This experience was in collaboration with UConn senior DMD class Agency

### **Connecticut Digital Archive**

Storrs, CT

*Repository Outreach Intern*

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

### **Oradell Swim Club**

Oradell, NJ

*Front Office Staff*

June 2015-August 2021 (Seasonal)

- Ran the front desk of the Oradell Swim Club along with three other workers
- Participated in customer service by assisting current and new members in person and on the phone regarding their concerns and questions about the club
- Handled and kept track of important paperwork, membership dues, and daily profits from food and beverage sales
- Communicated with members through multiple daily loudspeaker announcements
- Enhanced personal communication skills by managing conflicts with members, management, and staff

### **ADDITIONAL SKILLS**

Adobe Creative Suite, Bootstrap, Canva, Collaboration, Communication, Critical Thinking, Figma, GitHub, Hootsuite, HTML & CSS, Inclusive and Accessible Design, JavaScript, Marketing, Microsoft Office, Social Media, Squarespace, Teamwork, UI/UX Design, WordPress