



Lizeth Quiñones Gámez

- Bachelor of Science in Graphic Design
- Creative digital marketer
- Experience in production art and branding design
- Extremely organized, creative, enjoy collaboration with others but also capable of individual endeavors

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Work Experience

07/2018 - Present

Indianapolis, IN

Assistant Director of Digital Media

IU School of Liberal Arts at IUPUI

- Translate complex academic content into visually engaging and creative designs for digital and print materials such as brochures, infographics, and promotional items.
- Connected the school's digital signage to the campus's digital-based system. Allowing us to promote school events to more than 3000 students and visitors per day.
- Worked with fundraising staff to create annual fund appeals and unique solicitation pieces.
- Personalize our donor communications in Salesforce Marketing Cloud by utilizing data extensions and branded layouts.
- Works with Marketing Director and Web Developer to redesign the leading school site and 63 microsites for school departments, programs, and centers.
- Worked in the acquisition of the first Digital Asset Management Storage System for the school.
- Helped integrate into our images keywording and tagging systems in Adobe Bridge for ease of operations.
- Acquired Sprout Social to obtain robust reporting to understand what worked and what didn't on each social media platform to improve engagement rates.

04/2016 - 07/2018

Indianapolis, IN

Graphics & Marketing Specialist

Adult & Child Health

- Created Adult & Child's branding assets and established a style guide to ensure brand continuity throughout all service lines and channels of communication.
- Developed with the help of company videographer a library of images and sound bites from our current and former clients for marketing purposes.
- Developed artwork and layout for print, digital signage, banners, posters, publications, and flyers.
- Served as Web Master, implemented and developed the new look and style for Adult & Child websites. Consistently curated landing pages for all Adult & Child service lines while optimizing SEO.
- Created compelling graphics to tell a visual story of the A&C mission and vision on social media.
- Served as a creative guide for all key projects and events.

04/2013 - 11/2015

South Bend, IN

Designer

Site Enhancement Services

- Interpreted city code and developed brand books for reputable multinational and national companies such as HP, Dell, Cricket Wireless, and Yum! Brands.
- Manipulated survey images in CorelDraw to give a final rendering of the site branding.
- Recreated and manipulated construction site plans.
- Interpreted surveyor's notes to complete 1200 brand books per month to meet aggressive deadlines.
- Developed shop drawings and production artwork for feature branded walls.
- Collaborated with project managers on specific branded sites to understand zoning rules and design goals to complete rendering for variances.

Skills

Adobe Acrobat

Photoshop

Illustrator

Coreldraw

Typography

Page Layout

HTML5

Mac Os

Windows

Wordpress

SEO

Google Ads

FourWinds

Sprout Social

Microsoft Excel

Microsoft Publisher

Microsoft Word

Microsoft Outlook

Microsoft SharePoint

Salesforce Marketing Cloud

Education

08/2004 - 10/2010

Bachelor of Science in Graphic Design

Indiana University Purdue University Indianapolis

Activities and Societies:

International Club and Democracy Plaza

• President of the International Club (2008)

• Recipient of the Samuel H. Jones Community Service Scholarship (2009 -10)

08/2021 - 02/2022

Web Development

Eleven Fifty Academy

Languages

Spanish | English

Interests

UX Experience | User Interface | Intellectual Property Law | Philanthropy | Web Design | Sustainability | French Language | Public Speaking | Manga Drawings | Technology | Yoga

 www.linkedin.com/in/qgfolio

