

Liz SKOKNA

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lizdesignwiz.com

EDUCATION

Bachelors of Art in Graphic Design
with minor in Communications

Dominican University, River Forest, IL

Graduated May 2012

Career GPA: 3.7

SKILLS

Proficient on Mac/PC

Adobe Creative Suite

Microsoft Office Suite

MailChimp/Constant Contact

HTML/CSS/Wordpress

Final Cut/After Effects/Animation

AWARDS

2012 Graphic Design Honorable
Mention Annual Student Exhibition

2012 Senior Thesis Exhibition

2011-2012 Annual Student Exhibition

2008-2012 Dominican University
Achievement Award

2008-2012 Federal Academic
Competitiveness Grant

2008-2012 Dean's List

EXPERIENCE

ASCP, SENIOR DIGITAL DESIGNER

JULY 2022 - PRESENT

- Creation of digital video campaigns from concept to production.
- Proven success in meeting deadlines on multiple projects in fast-paced environment.
- Conceptualizes and designs print collateral with an eye for brand consistency.
- Desire to seek out new design solutions and processes, to enhance the output of the creative department.
- Willingness to mentor other designers, through critiques and skills-based advice.
- Readiness to learn new skills, to further the scope of the creative department.
- Ability to create campaignable concepts, through planning and analysis.

AMERICAN SOCIETY FOR CLINICAL PATHOLOGY (ASCP), GRAPHIC DESIGNER

NOV 2016 - JULY 2022

- Produce 3-5 design projects simultaneously per day in a fast-paced work environment.
- Conceptualize Annual Meeting branding with a team of 4 designers.
- Develop virtual and in-person marketing materials for Annual Meeting doubling attendance.
- Compile dozens of text heavy materials ranging from 1-100+ pages into cohesive design booklets, guides, and flyers.
- Overhaul old branding while keeping designs consistent among dozens of departments.
- Communicate directly with clients to achieve desired product.
- Edit and construct videos and presentations.
- Supervise training of new designers and help acclimate them into new role.
- Knowledgeable with HTML/CSS coding for emails and website maintenance.
- Strong copy-editing skills and extreme eye for detail.
- Upbeat, positive colleague who stays calm under pressure and willing to support in anyway needed.

THE SPORTS SHED, BOARD MEMBER/DESIGNER

JAN 2018 - PRESENT

Ambassador Board Member - Events Committee

- Responsible for planning 2-4 fundraising events throughout each year.
- Collaborate with team of 6 to create memorable events and secure 5-10 sponsorships per event.

Graphic/Web Designer

- Compose copy and design print/social/web graphics for all events.
- Troubleshoot website, add 2-3 events/activities per month.

FREELANCE DESIGNER

JAN 2011 - PRESENT

- Work with 1-4 clients per month in a wide range of businesses.
- Design print/social/web graphics and deploy emails.