

# Liz Balmaseda

Graphic Designer  
Charlotte, NC



## HI!

Hi! My name is Liz and I am a graphic designer in the Charlotte area. I began my career as a production artist/graphic designer in an agency setting working with clients like Bausch + Lomb, Merck and Novartis. I love being a part of a team and working with others. Some likes to name a few: type design, mid-century modern furniture, British tv shows and cooking!

## CONTACT ME!

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## EDUCATION

### BACHELOR OF FINE ARTS (GRAPHIC DESIGN)

*Fashion Institute of Technology, NYC*

### ASSOCIATE OF APPLIED SCIENCE (COMMUNICATION DESIGN)

*Fashion Institute of Technology, NYC*

## SOFTWARE & SKILLS

Adobe Illustrator, Indesign, Photoshop  
Final Cut Pro (video editing)  
Microsoft PowerPoint  
Microsoft Office  
Logo design  
Typography  
Branding  
Concepting  
Social media  
Product Photography  
Photo editing

## EXPERIENCE

JULY 2018  
-  
PRESENT

### MARKETING GRAPHIC DESIGNER

*JournalBooks (Manufacturer)*

Promoted from Creative Sales position. Currently support the marketing department with design and photography for print, web/social media, direct mail, and product design/development. Responsible for campaigns from conception through completion in print, digital and video formats. Other responsibilities include: packaging design, tradeshow displays and internal event planning.

AUG 2017  
-  
JULY 2018

### CREATIVE SALES GRAPHIC DESIGNER

Worked with clients on a daily basis to determine their specific product needs. Designed and executed products to propose for clients. Additional tasks included general sales and marketing support.

AUG 2015  
-  
JULY 2017

### JR GRAPHIC DESIGNER

*Joerns Healthcare (Manufacturer)*

Created and managed internal and external design projects from early conceptual stages through completion to support Senior Designer and Marketing Department. Projects included trade show and social media graphics, brochures, flyers, customer testimonials, web ads, and new product features. Prepared files for print, web and legal submissions.

MAY 2015  
-  
JULY 2015

### ASSOCIATE (JR) ART DIRECTOR

*RevHealth (Agency)*

Promoted from Production Artist position just prior to relocating to Charlotte. Assisted Senior Art Directors with conceiving and execution of logos and branding for new business pitches.

APRIL 2013  
-  
MAY 2015

### PRODUCTION ARTIST

Promoted from Project Manager. Produced and edited designs to specifications and brand standards. Managed and prepared all print, digital, video and PowerPoint collateral for pre-press and post production. Streamlined and maintained file archiving server. Produced 3D comps of layouts and packaging for client preview. Created presentations for conferences, conventions and sales training.

DEC 2011  
-  
APRIL 2013

### PROJECT MANAGER

Coordinated all agency projects from kick-off through release. Managed internal process to ensure quality and timeliness while staying within budget. Conducted status meetings to align team on project development, timing and resources. Established and implemented training process for future department hires.

JAN 2011  
-  
SEPT 2011

### ART/PHOTO INTERN

*Details/Conde Nast*

Under guidance of Design Director assisted the art and photo department with all daily needs. Prepared presentation wall for daily layout review and created mock-up book for presentation. Managed freelance portfolios and file storage, as well as expenses and supplies. Assisted in preparation for photo shoots, including props, scheduling and time management. Prepared layouts and copy changes for front of book pages.