

lizarezina.com // digital designer

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experience.

Laughlin Constable // digital designer

11.2015 - present

- design and create compelling social media, digital (web + rich media), and email visuals
- develop presentation decks and pitch concept work to clients (storyboard sketches, presentation design)
- concept and ideate with a clear goal in mind, working both independently and with a team to bring great ideas to life
- experience working in agency in-house photo studio, with knowledge in photography, lighting, re-touching and video
- deliver work that's delightful, beautiful, and clear and with a high level of finish and polish in a timely manner
- constantly seeking out opportunities to improve upon existing style, approach, and creative process
- articulate and communicate conceptual and design decisions

select client partners: Sears, Medela, Northwestern Medicine, Chicago Proton Center, Travel Wisconsin, Real Techniques

Kohl's // digital designer

02.2014 - 11.2015

- conceptualized, designed, and developed all content for Kohl's social media channels
- work with outside agencies and creative teams to develop digital products and experiences
- constantly pushed social agenda internally resulting in a corporate change in the way Kohl's handles social media
- point of contact working conjunctively with design, social strategy and leadership teams

select client partners: Disney, Dyson, Lucas Films, Design Nation

Bon Ton // print production designer

06.2013 - 01.2014

Continental Properties // design intern

06.2012 - 06.2013

education.

University of Wisconsin - Milwaukee

Peck School of the Arts
b.f.a. 2012, graphic design

organization: AIGA, PRSSA