

ELIZA GILBERT

CONNECT

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SKILLS SUMMARY

- ◆ HTML & Front-end Web Development
- ◆ Graphic Design
- ◆ UX and Usability
- ◆ Strategy Development
- ◆ Client Presentations

TECHNICAL PROFICIENCY

APPLICATIONS

Adobe Suite: InDesign, Photoshop, Illustrator, Dreamweaver; BBedit; Quark Xpress; MS Office Suite: Word, Excel, PowerPoint, Outlook; Lotus Notes; WordPress; Squarespace; Wix

LANGUAGES

HTML5, CSS3; Familiar with JavaScript, PHP

EDUCATION

Bachelor of Fine Arts,
*University Of North Carolina
at Greensboro*

PROFILE

Creative and multi-talented **graphic & strategic web designer** with over 19 years experience in applied print, web and marketing design, front-end development, design consulting, and strategy development who:

- ◆ **Promotes collaboration & innovation**
Demonstrates creativity in working with colleagues and clients to develop solutions
- ◆ **Creates clarity**
Creates & develops visual responses to communication problems, including understanding of hierarchy, typography, aesthetics, and composition
- ◆ **Manages resources**
Thrives in deadline-driven environments; accustomed to working within budgets

PROFESSIONAL EXPERIENCE

2001 *ETG Design — Hoboken, NJ*

CURRENT

WEB & PRINT DESIGNER / CONSULTANT: Contract web and print design work for various clients: professional actors, UNC Greensboro, NC Stage Company, Mountain Xpress publication, film industry professionals, etc.

2009 *Site Ducky — Asheville, NC*

2011

WEB DESIGNER / CONSULTANT: Utilized HTML, CSS, and JavaScript to implement website designs and content. Created original art and graphic design for corporate identity packages, advertising, newsletters, brochures, and collateral materials.

2001

2005

Key Achievements:

- ◆ Redesign of golf resort website increased traffic by 133% and sales inquiries by 18%

2004 *Aon Consulting — Winston-Salem, NC*

2008

COMMUNICATION SPECIALIST & CONSULTANT: Promoted after three years to a consulting position within Human Capital Practice.

Served as national best practice resource for website implementations. Collaborated with clients and teams to conceptualize, design, and implement corporate extranets. Conceived graphic/layout design for newsletters, brochures, and collateral materials. Managed and coordinated design of marketing materials and user interface prototype website (sales demo).

Key Achievements:

- ◆ Led development of content web application (WCMS)
- ◆ Managed and partnered on more than 35 web-based benefits administration implementations and employee communication campaigns
- ◆ **APEX Awards For Publication Excellence, Writing That Works** — 2005, 2006, 2007, 2008: Awarded to Aon Consulting W-S Communication team for HR & Benefits Communication, Web Pages & Sections
- ◆ **Aon Consulting Client Service Award, Southeast Region** — 2008: Awarded for “development of innovative services/solutions based on unique client/customer needs, demonstration of outstanding dedication to client/customer service, dedication to client retention, and excellence in building and maintaining client relationships”

FULL CV AND REFERENCES AVAILABLE UPON REQUEST

