

ELIZA GILBERT

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PROFILE

Creative and multi-talented **graphic & strategic 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 and develops visual responses to communication problems, including understanding of hierarchy, typography, aesthetics, composition and construction of meaningful images.
 - ◆ **Manages resources.** Thrives in deadline-driven environments and accustomed to working within budget requirements.
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SKILLS SUMMARY

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

ETG Design — Hoboken, NJ Jan 2001 – current

PRINT & WEB DESIGNER: Contract web and print design work for various clients: professional actors, UNC Greensboro, NC Stage Company, Mountain Xpress publication, film industry professionals, etc. Collaborate with clients to create vision, conceive designs, and consistently meet deadlines and requirements.

Site Ducky (formerly RKR Graphics and Associates) — Asheville, NC Jan 2009 – current

WEB DESIGNER / CONSULTANT: Collaborate with clients to create vision, conceive designs, and consistently meet deadlines and requirements. Utilize HTML, CSS and JavaScript to implement website designs and content. Assist and advise on strategic Site Ducky business and marketing decisions.

Key Achievements:

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

Aon Consulting — Winston-Salem, NC Jul 2004 – Dec 2008

COMMUNICATION SPECIALIST and CONSULTANT: *Promoted after three years to a consulting position within full-service Human Capital Practice with over \$8,000,000 in annual revenue.*

Consulting

Developed and managed trusted relationships with clients and colleagues; clients ranged in size from 3,000 - 50,000+ employees. Served as national best practice consultant/resource for website implementations and strategy. Defined effective communication strategies based on client's culture and needs.

Implementation & Design

Collaborated with clients and teams to conceptualize, design, and implement employee benefits extranet websites. Interpreted and translated complex benefits information into effective employee communication campaigns and collateral. Served as liaison between multiple internal departments and unified three lines of business around specific client-focused strategies and implementations. Conceived original art and graphic/layout design for corporate identity packages, advertising, newsletters, brochures, and collateral materials.

Sales & Marketing

Researched technology and trends; analyzed business landscape and developed new web services and strategies. Generated pricing models for communication products and services. Managed, coordinated, and implemented design of marketing materials and user interface prototype website (sales demo).

Team Management

Managed team workload; allocated resources; set and communicated team objectives, timelines, and ownership. Provided coaching and guidance to team members; solicited input and feedback on work processes and deliverables; encouraged sharing knowledge, information, and expertise to build consensus of ideas. Performed periodic quality governance reviews of team's work; monitored team successes and opportunities for improvement.

Key Achievements:

- ◆ Led development of dynamic communication content web application (WCMS); sales revenue of \$300,000 in six months of release recouped development cost.
- ◆ Managed and partnered on more than 35 web-based benefits administration implementations and employee communication campaigns involving budgets up to \$250,000.

AON CONSULTING KEY ACHIEVEMENTS *continued*

- ◆ Created and conducted persuasive sales and marketing presentations resulting in ten new web clients and generating 22% organic growth.
- ◆ **APEX Awards For Publication Excellence, Writing That Works — 2005, 2006, 2007, 2008:** Awarded to Aon Consulting WS 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.”

RKR Graphics and Associates — Asheville, NC

Jan 2001 – Apr 2005

PRINT & WEB DESIGNER/CONSULTANT: Collaborated with clients to create vision, conceive designs and consistently meet deadlines and requirements. Created original art and graphic design for corporate identity packages, advertising, newsletters, brochures and collateral materials. Served as liaison with print service providers and assisted clients in making economically suitable choices. Utilized HTML, CSS and Flash to implement website designs and content. Responded to RFPs and generated pricing models for design services. Developed and managed relationships with clients and colleagues; clients ranged in size from 5 - 5,000 employees.

Mountain Xpress — Asheville, NC**PRODUCTION ARTIST (TEMPORARY)**

Jul – Sep 2002

Created graphic/layout design for a variety of advertising customers. Designed online banner advertising.

TECHNOLOGIES & WEB ASSISTANT (TEMPORARY)

May – Dec 2001

Member of Internet development/design team. Prepared images and text for web. Cleaned up HTML and posted weekly site content until new structure completed in December 2001.

Community CarePartners — Asheville, NC

Jan 1997 – Apr 2001

HR ASSISTANT and COMMUNICATION SPECIALIST: *Promoted after almost two years to a specialist position within Corporate Communication department.*

Communication Specialist: Conceptualized and designed corporate Internet site. Edited and designed corporate newsletter; created original art and graphic/layout design for corporate identity packages, advertising, newsletters, brochures and collateral materials. Managed all pre-press and service provider material, working closely with regional print providers and advertising venues. Assisted in the development of advertising campaigns. Supervised summer interns.

HR Assistant: Edited and designed agency newsletter and human resources materials. Designed and maintained employment and orientation databases. Maintained orientation materials; coordinated and facilitated bi-weekly orientation.

Key Achievements:

- ◆ Reduced yearly print and materials budget over 50% by streamlining printing costs and consolidating procedures.
- ◆ Silver Tusk and Wallie Awards, Carolinas Healthcare PR and Marketing Society — 1999, 2000: Awarded to Community CarePartners marketing team for community relations and internal communication campaigns.
- ◆ COMPASS Trainer — 1998: One of 80 employees selected to lead COMPASS training (customer service program) for all 1400 Community CarePartners employees.
- ◆ **Community CarePartners Customer Service Award — 1998:** Awarded for outstanding customer service.

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO, *Bachelor of Fine Arts* — Greensboro, NC

PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

- ◆ NAPP, National Association of Photoshop Professionals: 2008–current
- ◆ AIGA, American Institute for Graphic Artists: 2007–08
- ◆ PRAWNC, Public Relations Association of Western North Carolina (Board 1999–2000; Vice-President 2000-01)

TECHNICAL PROFICIENCY**PLATFORMS**

Mac OS X, Windows XP/2000/Vista

APPLICATIONS

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

LANGUAGES

HTML5, CSS3; Familiar with JavaScript, PHP