

# LIZ MORGAN

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## MULTI-DISCIPLINARY CREATIVE/ART DIRECTOR

**Dynamic, accomplished and versatile** Designing Creative/Art Director with experience in both print and Web. Results-driven with **sharp eye for detail**. **Creative approach** and **strong management skills** result in successful and dynamic project solutions. Ability to **multi-task well in high-pressure environments**. **Self-motivated** and driven, able to **adapt quickly** to shifting priorities. Deliver projects **on time and on budget**.

Skills include:

- | Client, team and project management
- | Brand identity development, information design
- | Web and interactive, mobile, tablet and traditional, UI/UX
- | Packaging, advertising, B2B, B2C
- | CRM, Corporate marketing, business presentations
- | Brochures, newsletters, and trend boards

## CAREER EXPERIENCE

### Kodak Gallery

#### Creative Lead [2010 – present]

Responsible for overall look and feel of website, and consistency amongst all marketing channels (including mobile, tablet, CRM, display, affiliates, social, partners and print). Manage team of 5 – 8 designers. Resource projects for entire department. Lead strategy for user flow and site development. Brainstorm and ideate projects and develop creative ways to capture both the information and the emotion necessary to create an optimal site marketing experience for consumers. Utilize multivariate testing. Localization of foreign sites. Led team to design and implement a mobile site in 30 days.

### Walmart.com

#### Senior Interactive Designer, Health and Wellness [2009 – 2010]

Lead and define the visual design for large projects and strategic initiatives. Set design direction and ensure that projects adhere to it. Refresh/update designs, working within templates and conventions, while also exploring new solutions. Optimize site marketing, creative standards and style guides, along with internal processes. Communicate best practices and trends to team.

### Liz Morgan Design

#### Founder, Creative Director [1997 – Present]

Freelance art direction, design and identity consultant. Combining excellent leadership skills, flexibility and design expertise to successfully create a broad range of design for multiple clients, all while managing client relations, vendors, freelancers and developing new business.

Clients and design projects include:

- | Identity and packaging: Gap Inc.; Restoration Hardware; American Pacific
- | Brand design, identity and Web/UI design: Arch Drafting; HCL Architecture; Massa Organics
- | Advertising/marketing: Proactiv, SheerCover, Charter Communications

### Creative Lift

#### Senior Graphic Designer [2005 – 2009]

Led design for branding and identity projects including corporate materials, collateral, interactive and Web development, and direct mail. Responsible for creating identities and implementing consistency across brands. Spearheaded and managed initiative to streamline design and production processes within the organization. Managed production artists and printers.

### American Pacific Enterprises, LLC.

#### Art Director/Designer [1997 – 2007]

Multi-faceted art direction/design for a home fashion textiles firm. Managed internal business clients and designers. Developed house brand identities and implemented the client brands, Liz Claiborne, Nautica, and Waverly, across all creative materials including: packaging, new business pitches, corporate materials, trend reports and retail marketing.

### MyPoints.com, Inc.

#### Creative Manager [1998 – 2000]

Managed, developed and led design and production team for consumer loyalty company. Built creative department from one to five people during first six months. Managed projects as well as team. Awarded Best of Show for trade show graphics.

## EDUCATION

**BFA with Honors** University of Michigan School of Art and Design, Ann Arbor  
Concentrations in Graphic Design, Photography, and Printmaking