

liz k. shields

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CAREER HISTORY

FREELANCE ART DIRECTOR AND GRAPHIC DESIGNER

Self Employed, Chicago, Ill. – present

- Recent clients include Chicago Architecture Center, Federation of Geneological Societies, Community Magazine Group, among others

ART DIRECTOR

Imagination Publishing, Chicago, Ill. – Feb. 2016 to July 2019

- Designed pages, selected art, brainstormed conceptual illustrations, organized staff of freelancers, operated with a budget, executed proofing, ensured pagination, coordinated advertisements, created sales guides, executed printing, and more for three international magazines: Chick-fil-A, Dawn Foods, U.S. Bank, and formerly US Foods
- Launched a new magazine for Dawn Foods: created a style guide, helped implement strategy, enforced deadlines, managed expectations, created clear communication, in addition to daily tasks
- Launched an Instagram brand for Dawn Foods; in addition: brainstormed Instagram content for each quarter and executed multi-day photoshoots to support Instagram content
- Produced materials and designs for new client pitches

EDITOR/DESIGNER

Chicago Tribune, Chicago, Ill. – Sept. 2012 to Feb. 2016

- Promoted to become the youngest designer in Tribune history to design the front page
- Scouted to become the lead designer of the Business section within two years of employment
- Adapted to design variety of pages on demand, including Chicagoland, Nation & World, Arts & Entertainment, Movies, Books, Travel, Food & Dining, and more

VOLUNTEER FUNDRAISER COORDINATOR

Illini Media Company, Champaign, Ill. – June to Oct. 2014

- Held a volunteer position for fundraising event at Lagunitas Brewery Taproom for 160+ guests
- Found location, coordinated and solicited raffle prizes, organized staff, finalized food and beer, and foremost raised more than \$9,000 for technology advancements for hundreds of students

NEWS DESIGNER

Gannett Design Studio, Louisville, Ky. – Oct. 2011 to Sept. 2012

- Designed news pages, such as national election pages, for some of Midwest's biggest newspapers

EDUCATION

BACHELOR OF SCIENCE

University of Illinois
at Urbana-Champaign

Graduated May 2010

Major in News-Editorial
Journalism

SKILLS

Layout
Visual storytelling
Photography
Copy editing
Website posting
Multimedia creation and editing
Social media

SOFTWARE PROFICIENCY

Adobe Suite:
InDesign, Illustrator, Photoshop
CCI management system
Layout Champ
Final Cut Pro
SoundSlides
Drupal
various social media sites

REFERENCES

Available upon request