

# LIZ SCHAEFER

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## EDUCATION

Bachelor of Fine Arts emphasis Graphic Design  
University of Wisconsin - Eau Claire, December 2002

## EXPERIENCE

Sound Devices, Interactive Media Products, Back Nine Financial, Angie Schwab Interiors, Boys & Girls Club - Dane County, Keller Williams Ideal Brokerage, DB Aviation, Chicago Executive Airport, US Music Corporation, Chester Gould Dick Tracy Museum, Distinctive Foods, Judith Kruger Studios, Prmiais Airlines, North Street Properties, Galt Festivals, Testors Corporation, National Presto Industries, Wagner Insurance

## EMPLOYMENT

**Liz Schaefer Design, Madison, Wisconsin • 2009-Present**

Graphic Designer/Creative Director

Self employed Graphic Designer. Specializing in contract work for companies.

*Work Includes:* print design, package design, identity & branding, web design, page layout, video, billboards & banners, tradeshow displays, invitations and photography

**Studio @ One Zero Charlie, Madison, Wisconsin / Greenwood, Illinois • 2005-2009**

Executive Graphic Designer

Principle Designer at Madison remote location. Participation in client meetings to effectively increase client satisfaction and revenue. Assist in design process from beginning to end.

*Work Included:* print design, package design, identity & branding, web design, page layout, flash video, billboards & banners, tradeshow displays, and photography

**H&M Distributing, Madison, Wisconsin • 2003-2005**

Graphic Designer

Point of purchase marketing for Miller Brewing Company brands, and other products distributed through H&M in the Madison and surrounding area.

*Work Included:* point of purchase displays & banners, image editing, illustrating & reconstructing logos, digital photography, page layouts, large format printing, and vinyl banner assembly

**Expo Disc, New York, New York • 2002-2004**

Graphic Designer

Freelance Graphic Designer and Tradeshow Representative for New York based digital tradeshow vendor. Promotion representative at multiple Chicago area Expos.

*Work Included:* newsletter layout, advertisements, cd labels, booklet covers, show banners and logo restoration

**National Presto Industries, Eau Claire, Wisconsin • 2002-2003**

Graphic Design Intern

One year Graphic Design Internship for major housewares company working part time with industrial design and part with advertising. Attended Chicago Housewares Show 2003.

*Work Included:* product nameplate and identity creation, catalog page layout, sales presentations, posters, product illustrations, packaging, concept projects, visual merchandising for Housewares Show, and color & market trend research for 2004

## COMPUTER SKILLS

Adobe Creative Suite 4, Quark XPress, Adobe Acrobat, Flash, Corel Draw, HTML Programing, CSS Style Sheets, Project Management, Pre-Press Production Illustration, Packaging, Digital and Film Photography, Video Editing