



design • art direction • illustration

experience

Designer

Naretiv agency (2018-2021)

Concepted and executed the design of print and digital collateral
Collaborated with team in ideation sessions, research, and strategizing creative solutions for omnichannel campaigns

Design Intern/Freelance Designer

Brooklyn Book Festival (2020-present)

Defined and developed a clear visual look and tone to announce events and engage audiences across multiple mediums
Experimented with unique approaches for the unexpectedly-virtual 2020 festival, while nurturing a consistent BKBF brand language

Graduate Design Research Assistant

Pratt Institute (2019-2020)

Led ideation process through trend research and mood boarding to develop the visual identities for two local brands in Brooklyn

Freelance Designer

Various (2015-present)

Ongoing projects, such as logo design, event posters, or marketing materials, for various small businesses and non-profits

Intranet Designer

L.L.Bean (2017-2018)

Designed models, job aids, web pages, and instructional media for target audiences and channels while adhering to brand guidelines

education

Pratt Institute, School of Design (2019-2021)

MFA Communications Design, with Distinction

Ithaca College, Park School of Communications (2013-2016)

BS Communication Management and Design, Summa Cum Laude

skills

Adobe Photoshop, Illustrator, InDesign, After Effects, XD
Procreate, SquareSpace, Wordpress, Wix, Processing, p5js
Google Suite, Word, Powerpoint, Excel, Keynote, Pages



lizgcox@gmail.com
www.lizgcox.com
IG: @designlizdoes
(207) 691-3645