

LACY LIVERSEGE

GRAPHIC DESIGNER

{ OBJECTIVE }

To obtain a creative position where I will be challenged as a designer and a conceptual thinker in an energized and creative atmosphere.

{ PROFILE }

I have extensive experience in Photoshop, Illustrator, Indesign, Quark, Microsoft Office Suite, Dreamweaver, Flash, and After Effects. I am able to lead and work closely with coworkers to complete tasks on time and in an efficient manner. In addition to my experience with team projects, I am also accomplished in my individual pieces which showcase my ability to concept as well as design. I have real-world experience with budgets, communicating with printers, and clients.

I am creative, dedicated, hardworking, passionate, and always willing to learn. Communication and planning are some of my strengths.

{ EDUCATION }

Columbus College of Art & Design (CCAD), Columbus, OH BFA expected 5/09
Advertising and Graphic Design Major,
Copywriting Minor

Forest Hills Central High School,
Grand Rapids, MI 6/05

{ RELATED EXPERIENCE }

ART DIRECTOR, ARC WORLDWIDE, CHICAGO, IL 6/09 - CURRENT

Art direct and design for the Coca-Cola account
Work with clients such as Coca-Cola, Coca-Cola Zero, Powerade, vitimanwater, Dasani, Pulpy, and Minute Maid

Direct photoshoots in LA, Boston, and Chicago
Concept and brainstorm big ideas for the brands as well as create retail identities
Regularly design point of purchase pieces through a shopper marketing lens
Oversees free-lancers and see projects through from beginning to end

LEAD GRAPHIC DESIGNER, CCAD DESIGN GROUP, COLUMBUS, OH 1/07 - 6/09

Design print and web promotional pieces for Columbus College of Art & Design
Facilitate meetings and routinely present to executive committees and administration
Conduct marketing research which includes consumer analysis and focus groups
Experience with international business including budgeting and press check in Taiwan

WEB AND DESIGN INTERN, PEOPLE TO MY SITE, COLUMBUS, OH 2/08 - 6/09

Involved in the creation of multiple websites for both local and national clients
Perform tasks with website optimization research and marketing

WEB AND DESIGN INTERN, REBECCA IBEL GALLERY, COLUMBUS, OH 12/08 - 6/09

Redesign and code current website while maintaining regular updates
Design exhibition graphics, postcards, catalogs, etc.

DESIGN INTERN, RYAN PARTNERSHIP, COLUMBUS, OH 5/08 - 8/08

Developed logo concepts and designs used in national advertising campaigns
Created displays and environmental designs
Brainstormed in groups and individually

{ COMMUNITY AND PRO BONO }

VOLUNTEER GRAPHIC DESIGNER, VICTORIA'S SECRET, COLUMBUS, OH 1/08-2/08

Co-designed web graphics for Columbus Coalition Against Family Violence website
Acted in verbal abuse video

TEACHER, CCAD SUMMER PROGRAM, COLUMBUS, OH 7/07-8/07

Taught an advertising and graphic design class to high school students
Researched and created lesson plans for projects

VOLUNTEER GRAPHIC DESIGNER, ADDY's, COLUMBUS, OH 9/08-1/09

Concepted and designed campaign for local ADDY's Award competition
Worked on team with two other designers

{ AWARDS }

Annual Design of the Times '10 – Platinum Award for excellence in In-Store Marketing for Coca-Cola Zero Retail Identity and spectacular
Columbus Society of Communicating Artists (CSCA) Creative Best '08 – Best Campaign
American Greetings Competition at CCAD '08 – First Place in Package Design
Pianko Gold Award '08 – Printing Award
Columbus Food and Wine Poster Competition '08 – Second Place
Victoria's Secret Competition '08 – Runner Up
RAMA Scholarship Competition '08 – Finalist

References available upon request