

LIZ KERNER

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Detroit, MI 48201
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Skills

- Proficient with Adobe Illustrator, Photoshop and InDesign
 - Familiar with HTML, CSS, JavaScript and multiple content management systems
 - Familiar both print and web design standards, processes and file preparation
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Employment History

Adjunct Professor --- College for Creative Studies, Illustration Department --- Detroit, MI
January 2011-present

- Teach the fundamentals of print design and project management including a project where students e-publish a book featuring personal illustration, writing and design.
- Expose students to possibilities and opportunities as a professional illustrator and/or designer with guest lectures and in-class discussions.

Graphic Designer --- YMCA of Metropolitan Detroit --- Detroit, MI
May 2008-present

- Create print and web media for Association departments and 15 branch locations.
- Guide association through national re-branding transition, including auditing all current internal and external print and web collateral.
- Create and implement training programs to increase staff understanding of Y brand architecture and positioning.
- Create web sites for special YMCA initiatives, annual reports and state-wide events.
- Create and implement a plan and training programs for association and branch use of social media tools.
- Establish relationships with local artists and universities to build a brand-specific media library, including photography and videos.

Freelance Designer & Programmer --- Trent Design --- Rochester, MI
April 2009-September 2009

- Collaborated with Trent Design staff on a contractual basis to design and program web sites and meet accelerated deadlines.

Creative Intern --- The Yaffe Group --- Southfield, MI
June 2007-December 2007

- Created broadcast, direct mail and viral media for retail clients.
- Assisted art directors with the completion of layouts and artwork.

Creative Intern --- Doner --- Southfield, MI
January 2006-August 2006

- Prepared comps and art for client presentations, retouched photos, assisted art directors with the completion of layouts and artwork.
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Education

- College for Creative Studies --- Detroit, MI --- September 2002 - May 2007
B.F.A Illustration with minor in Advertising Design
Cumulative GPA 3.760, Graduate with Honors
 - Studio Art Centers International --- Florence, Italy --- August - December 2006
Focus of Italian Language, Illustration and Video Production
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Awards & Affiliations

- That DAM Box Show, Detroit Artists Market --- Detroit, MI --- August 10-20, 2010
- Detroit Urban Craft Fair, Majestic Theater --- Detroit, MI --- November 21, 2009
- The Blank Show, 4731 Gallery --- Detroit MI --- February 1, 2008
- 2007 D Award recipient
- 2007 Chevy HHR Panel Launch: Generating marketing information, integrated marketing campaigns, and design solutions for the launch of the Chevy HHR Panel Crossover at the New York Auto Show. GM Scholarship recipient.
- Personal Exhibition, Agave --- Detroit MI, October 11, 2005.
- Volunteer Board Member, Habitat for Humanity Detroit, Marketing Committee