

# Liz Scott

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2600 Yellow Creek Road - Akron, Ohio 44333

## EXPERIENCE

### LOVELY SOMETHINGS

**OWNER/CREATIVE DIRECTOR** : 2009 - PRESENT (STOREFRONT 2014 - 2019 : IG @lovelysomethingswashere)

While responsible for a team of 7 (sales floor staff to graphic designers), worked to revive the dying art of writing via an award-winning storefront with sales growths of 34-60% year after year. • Daily tasks included store management, budgeting and buying from national and international artisans, including attending renowned trade shows, even being the invited guest of the Las Vegas Market and AmericasMart-Atlanta. • Created all of the store's graphic designs, from internal (signage, packaging, flyers, investor pitches) and external marketing (advertising, e-commerce shop, social media, direct mail, press releases) to product design for both retail and wholesale as well as the designs of wedding paper goods and time line management for over 50 brides per year (receiving national press).

### DON DRUMM STUDIOS & GALLERY

**ART DIRECTOR** : 2014 - PRESENT (GRAPHIC DESIGNER : '02 - '14, DESIGN INTERN : '02, SALES ASSOCIATE : '99 - '02)

Work with the owners/artists to enhance a brand that leaves a lasting legacy on the world of fine craft. • While managing the photography and online sales team remotely, responsible for all graphic design direction (web design) and creation [branding, individual artisans' exhibition materials, advertising (print + digital), brochures, retail and wholesale catalogs, product design, signage]. • Additionally, working with the management team and PR director to help create the media plans, email marketing, and social media guidance.

### IMMIX STUDIO

**PRESIDENT/CREATIVE DIRECTOR** : 2004 - PRESENT

**CLIENTS** : Swensons, The Ohio State University, Graf Growers, CASA, Cleveland Clinic/Akron General, NORKA Sparkling Beverages, RDA Management, Acme Fresh Market, First Credit International, Keep Akron Beautiful, Summa Foundation, Oldham Company, Akron Arts Alliance, Hamlin Family Foundation

Created this design studio to focus on small businesses and non-profits. • Managing multi-location staff and freelancers, was responsible for all graphic design creation, primarily identity systems, signage, way-finding, catalogs, brochures, direct mail and web design. • Responsible for the internal marketing of the studio as well as external for select clients (media plans, email marketing and social media design).

### PCR BUSINESS/PAT'S COMPUTER RESCUE

**CO-OWNER/DESIGNER** : 2006 - 2011

Spun off the tech side of Immix Studio to aid in small business support and home users. • Functions included the development of the brand and the design of all advertising, sales materials and web design. • Managed teams across 3 locations and community outreach.

### RUBBER CITY CLOTHING

**CO-FOUNDER/DESIGNER** : 2004 - 2006

The first Akron-centric clothing brand - successfully sold company in under two years. • Created the brand, all product design (t-shirts, hoodies and children's line) for retail and wholesale, advertising, web design, social media, email marketing and event design.

## SKILLS EDUCATION AFFILIATIONS

TYPOGRAPHY  
BRANDING  
MERCHANDISING  
PRINT PRODUCTION  
HAND LETTERING  
PHOTOGRAPHY  
PACKAGING DESIGN  
ILLUSTRATION  
ADOBE CREATIVE SUITE  
MICROSOFT OFFICE SUITE  
E-COMMERCE

### KENT STATE UNIVERSITY

BACHELOR OF ARTS  
VISUAL COMMUNICATION DESIGN  
1999 - 2002 (KENT, OHIO)

### OHIO UNIVERSITY

PHOTOJOURNALISM  
1998 - 1999 (ATHENS, OHIO)

AKRON ART MUSEUM MEMBER  
AKRON GARDEN CLUB MEMBER  
BATH BUSINESS ASSOCIATION MEMBER, ASSISTANT TREASURER  
CASA'S ARTY PARTY AKRON PLANNING COMMITTEE  
CHILD GUIDANCE & FAMILY SOLUTIONS TRUSTEE  
CG&FS' GROWING UP AKRON CHAIR + HONORARY CHAIR  
CLEVELAND ART MUSEUM MEMBER  
CONSERVANCY FOR CVNP EVENT COMMITTEE  
FIRST NIGHT AKRON COMMISSIONED ARTIST  
SUMMIT ARTSPACE ADVISORY + DIRECTOR SEARCH COMMITTEES

references available upon request