

# Liz Scott

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## EXPERIENCE

### LIZ SCOTT DESIGN(S)

OWNER/CREATIVE CONSULTANT : 2021 - PRESENT

CLIENTS : Broadlawn Farm, The Nightlight, The Learning Agenda, Lobalzo Design, NORKA Sparkling Beverages, Akron Candle Company, All Shook Up Events...  
Use artful design and purposeful messaging to launch/nurture/expand client's businesses while maintaining authenticity and staying true to their vision. Services include concept + strategy design; brand development; print, web, packaging, and social media design; and wholesale + retail consulting.

### THE LEARNING AGENDA

SENIOR MARKETING AND DESIGN CONSULTANT : 2021 - PRESENT

CLIENTS : Barr Foundation, Texas Education Agency, Westat, US Department of Education, Every Hour Counts, Wallace Foundation, NYC Department of Education...  
Develop and manage national education clients' individual design visions into user-intuitive print productions, web applications and marketing. Collaborate with consultants and non-profits across the country to create dynamic solutions and ensure timely delivery by project managing.

### DON DRUMM STUDIOS & GALLERY

MARKETING DIRECTOR : 2020 - 2021 (ART DIRECTOR : '14 - '20, GRAPHIC DESIGNER : '02 - '14, DESIGN INTERN : '02, SALES : '99 - '02)

Enhanced a historic brand in the world of fine craft. • Managed the photography and online sales, responsible for all graphic design direction (web and print). • Created media plans with the PR director and developed all marketing collateral. • Created their first flash sales: in one month grew 356% over the previous year, with 2020 web sales growing 207% and 2021's were 140%+.

### LOVELY SOMETHINGS

OWNER/CREATIVE DIRECTOR : 2009 - 2020 (STOREFRONT 2014 - 2019)

Responsible for a team of 7, in my award-winning stationery storefront, with sales growths of 34-60% year after year. • Designed/directed all projects, including: wedding paper creations (received national press); store merchandising and window displays; budgeting; buying from national and international artisans (invited guest of the Las Vegas Market and AmericasMart-Atlanta). • Co-ordinated community events and facilitated workshops.

### IMMIX STUDIO

OWNER/CREATIVE DIRECTOR : 2004 - 2020

CLIENTS : The Ohio State University, Cleveland Clinic, First Energy, Summa Foundation, Swensons, Acme Fresh Market, Graf Growers, Keep Akron Beautiful...  
Managed multi-location design studio staff and freelancers. • Conceptualized and lead all internal and external graphic design projects and marketing, with a focus on: identity systems; product design; print design, including direct mail and way-finding; social media and web design.

### PCR BUSINESS SYSTEMS

CO-OWNER/DESIGNER : 2006 - 2011 (DIVIDED COMPANY IN '11)

Spun off the tech support side of Immix Studio to aid small businesses and home users. • Developed brand and all marketing, across 3 locations.

### RUBBER CITY CLOTHING

CO-FOUNDER/DESIGNER : 2004 - 2006 (SOLD IN '06)

The first area centric clothing brand. • Created brand, marketing, events and all product designs (apparel) for retail and wholesale sales.

## SKILLS EDUCATION AFFILIATIONS

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

### KENT STATE UNIVERSITY

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

### OHIO UNIVERSITY

PHOTOJOURNALISM  
1998 - 1999 (ATHENS, OHIO)

AKRON ART MUSEUM, AKRON GARDEN CLUB, CANAPI AKRON,  
CLEVELAND ART MUSEUM, MARTHA P. JOHNSON INSTITUTE,  
NAACP, SOUTHERN POVERTY LAW CENTER MEMBER/DONOR  
BATH BUSINESS ASSOCIATION ASSISTANT TREASURER  
CASA'S ARTY PARTY AKRON PLANNING COMMITTEE  
CHILD GUIDANCE & FAMILY SOLUTIONS TRUSTEE  
CG&FS' GROWING UP AKRON CHAIR + HONORARY CHAIR  
CONSERVANCY FOR CVNP EVENT COMMITTEE  
FIRST NIGHT AKRON COMMISSIONED ARTIST  
GREETING CARD ASSOCIATION USA LOUIE AWARDS JUDGE  
SUMMIT ARTSPACE ADVISORY + DIRECTOR SEARCH COMMITTEES

references available upon request