

Liz Keating
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781-267-6791

Experience

Digital Technical Artist, Private Gallery, Marblehead, MA

Manages files for over 250 fine art prints. Maintains product listings for search engine optimized e-commerce experience. Handles digital capture and enlargement of original artwork from Private Client, creation of standard frame size files for printed reproductions, and maintains printed color accuracy. March 2017–Present

Freelance Designer, Vegaa Designs, Multiple Locations

Creates printed marketing collateral / digital graphics for multiple clients, builds and implements marketing strategy goals, and coordinates graphics + video content for social media (Facebook, Instagram, Twitter, LinkedIn, and YouTube) calendars / ad campaigns. Builds firm qualification packages for the Architecture, Engineering and Construction (AEC) industry by assessing Request for Proposals. Supervises operations for two floral companies. January 2015–Present

Marketing + Graphic Design, Bargmann Hendrie + Archetype Inc., Boston, Massachusetts

Evaluated Request for Qualification (RFQ) packages for future projects, maintained municipal forms with relevant information, organized firm "Qualification Package" submission layout, executed PowerPoint presentation materials, website updates, digital graphics for social media, and coordinated photoshoots for completed projects. November 2017–December 2018

Image Specialist + Graphic Design, iolabs inc., East Providence, Rhode Island

Project management for client production needs (digital and printed) while maintaining a high level of client relations. Responsible for coordinating with vendors to manage paper, framing and packaging supplies. Designed marketing collateral, website graphics, social media content, banners, brochures, posters and email campaigns. May 2015–July 2017

Education

BFA Graphic Design, University of Massachusetts at Dartmouth

Emphasis on research, process of visual communication, developing graphic translations, Letterform Design and Information Design. Graduated May 2015, Cum Laude

Darmstadt Hochschule, Darmstadt, Germany

Student foreign exchange program. Enrolled in Experimental Typography, Experimental Photography and Introduction to Exhibition Design. September 2014–May 2015