

Liz Yap | Visual Designer/Publishing/UX

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Designer with expertise in print publishing, project management, user-centered research and design, and marketing. Skilled at creating compelling branding and user experiences. Proven vision and research skills developing unified messages for print and digital media. Facilitator and builder of collaboration to overcome complex problems.

Graphic Design Specialist / Visual Designer Freelance

Education Week | Bethesda, MD

March 2020 – Present

Accomplishments:

- Conceptualize and apply layout styles to newsletters, promotional toolkits, whitepapers, social media quizzes, and webinar banners.
- Demonstrate project management skills and a proficient design vision through the implementation of client's K-12 education initiatives as well as appropriate photo/illustration execution within visual, brand requirements.

Technologies used: InDesign, Illustrator, Photoshop, Acrobat, Getty Stock, Slack, Asana, Jira

Positive Aging Sourcebook | Reston, VA

May 2019 – Present

Accomplishments:

- Rebranded "Positive Aging Sourcebook" from "Guide to Retirement Living" by creating new logos, creating design templates for printed publications, and establishing fonts & colors.
- Currently leading the new design initiatives, applying publishing layout requirements for three consecutively printed editions, and using InDesign templates and stylesheets.
- Conceiving compelling designs for paid advertisers and developing company digital marketing assets.
- Working closely with the print vendor to meet deadlines and print-production specifications.

Technologies used: InDesign, Illustrator, Photoshop

Vienna Manor Assisted Living | Vienna, VA

April 2018 – Present

Accomplishments:

- Currently implementing a cohesive branding strategy across all media, building company recognition, trust, and loyalty.
- Demonstrating expert visual design by delivering unified messages in print-ready solutions for marketing collateral, including business cards, advertising, event materials, and brochures.
- Collaborate with main stakeholders to achieve appropriate execution of company vision and implementation of photography within the company brand to assure a welcoming, safe, and clean environment for potential clients.
- P.O.C. with print vendors to deliver quality print collateral within a budget

Technologies used: InDesign, Illustrator, Photoshop, Acrobat, SquareSpace

Plaza Latina Market | Falls Church, VA

October 2018 – Present

Accomplishments:

- Demonstrated expert knowledge by refining the client's vision through stakeholder interviews and online research.
- Implemented a new company brand by designing a new store logo.
- Established brand guidelines to build a more contemporary vision, building customer trust and loyalty.
- Commissioned and creatively directed a photoshoot on-site for original website imagery of the market.
- Developed specific multi-lingual content collaboratively using stakeholder insights about customer needs

Technologies used: Illustrator, Photoshop, WIX

SKILLS:

- Publication Design/Layout
- Advertising & Marketing
- Branding
- Logo Design
- Print Publishing
- Qualitative & Quantitative Research
- Personas
- Journey Mapping
- Wireframing
- Prototyping
- Usability Testing
- User Scenarios
- Information Architecture
- Human Centered Design
- HTML5 & CSS3

TECHNOLOGY/SOFTWARE:

- Adobe Creative Cloud: XD, InDesign, Illustrator, Photoshop, Dreamweaver
- Microsoft Office: Word, Excel, PowerPoint
- Invision
- Trello
- Jira
- Slack
- SqaureSpace
- WIX
- Hoot Suite
- Canva
- Constant Contact
- MailChimp

EDUCATION:

BA Graphic Design
Mercyhurst University
Erie, PA

UX/UI Certification

George Washington University
Washington DC

VOLUNTEER:

Westgrove P.A.C.K.
Non-Profit 501(3)(c) -
Alexandria, VA

- **Chair:** Membership, Marketing, and Fundraising

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UX/UI Designer / Freelance

Prevent20 Campaign - American Cancer Society | Washington, DC

July – August 2018

Accomplishments:

- Defined client vision and strategy by conducting stakeholder interviews and a user survey.
- Created user personas to inform the user-centered design process.
- Worked to develop new site architecture and user-flow.
- Created a user test plan for validation of design direction as well as the functionality of content. Used findings to iterate toward a final solution.
- Deliverables included: personas, journey map, sitemap, high -fidelity mock-ups with prototype, style guide, and next-steps recommendations.

Technologies used: Illustrator, Photoshop, Google Drive, Slack, Trello, Zoom

Human Rights Connected | Washington, DC

June – July 2018

Accomplishments:

- Developed user research, both quantitative and qualitative, through stakeholder interviews and user survey.
- Synthesized data gathered to inform the development of personas.
- Strategized ideas for content restructuring and user-flow concepts.
- Produced aesthetically rich user interface designs for prototype.
- Implemented a test plan with user scenarios to validate the design and functionality of content. Used findings to iterate toward final solution.
- Deliverables included: high-fidelity wireframes with prototype, sitemap, style guide, journey map, and next-steps recommendations.

Technologies used: Adobe XD, Illustrator, Photoshop, InVision, Google Drive, Slack, Trello, Zoom

Graphic Designer / Production Director

Modern Markets Intelligence, Inc. | Rockville, Md.

February 2009 – December 2017

Accomplishments:

- Designed and produced a daily newsletter using templates and style-sheets for two subscriber-access websites: SmartGridToday.com and PowerMarketsToday.com.
- Managed daily website content using a content management service (CMS).
- Produced and delivered creative solutions for promotional webinars, advertisements, and HTML emails.
- Demonstrated collaboration with marketing and editorial on all collateral related to the company brand.

Technologies used: InDesign, Photoshop, Dreamweaver, Acrobat, Hoot Suite, Google Drive, Real Magnet, Membergate

Art Director

Greater Washington Publishing - Washington Post | Reston, Va.

December 2004 – February 2009

Accomplishments:

- Implemented creative strategy for *Guide to Retirement Living SourceBook*.
- Designed original page layouts, advertising, and marketing collateral while adhering to deadlines (three regional editions/published three times a year).
- Improved the visual brand for editorial and advertising content, working closely with sales and production staff.
- Supervised and generated photography for cover features and commissioned illustrations.

Technologies used: InDesign, Photoshop, Acrobat

RECOMMENDATIONS:

“In every project [Liz] did, she pushed herself to learn and apply new ideas and concepts, broaden her repertoire as a UX designer, and to produce work that meets her personal standard of excellence.”

— **Noah Rosenheck**
TA/George Washington University

“Whether we are promoting a webinar, industry report, podcast, our flagship newsletters, or a new website feature or value add, Liz always quickly assembles images and text layouts that pop off the screen and grab attention.”

— **Sam Spencer**
CEO/Modern Markets Intelligence, Inc.

“Liz was an incredible member of the *Guide to Retirement Living Sourcebook* team. In addition to being able to exceed all my expectations creatively, she is an excellent communicator and deadline focused.”

— **Steve Gurney**
Publisher/Guide to Retirement Sourcebook