

Liz Schultz

Senior Designer

📍 Salem, MA in May/June

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Experience

Creative Manager

NOLS (National Outdoor Leadership School) 2023-Present | Remote

- Manage and collaborate with a team of five creatives
- Art direct projects across digital and print platforms
- Align creative work with overall brand strategy and business goals
- Oversee and manage creative projects from start to finish
- Present creative ideas to stakeholders and articulate design choices
- Communicate with 13 global campuses and five internal departments
- Remain proactive and pivot as needed to hit milestones
- Produce, post, and manage social media content on social channels with a collective reach of over 200K+ followers

Freelance Senior Designer

Freelance Work, 2018-Present | Salt Lake City, UT

- Create impactful work across print and digital platforms for clients in the outdoor, tourism, and non-profit sectors
- Craft and implement paid social media ads to grow sales
- Develop holistic brand identities that align with business goals
- Provide strategic insight across marketing and branding initiatives

Integrated Graphic Designer

Robert Half, 2022-2023 | Remote

- Produced creative solutions across print and web platforms from conception through to completion
- Collaborated with copywriters to ensure cohesive brand messaging
- Awarded GDUSA's 2022 "Award for Good" for an event banner
- Presented design concepts concisely to internal stakeholders
- Versioned digital assets across three languages for a global audience

Senior Digital Designer

Thrasio, 2021-2022 | Remote

- Designed the listing page for Boulder Sport's Net Set, which resulted in over \$81K in revenue in 3 weeks and was awarded a Best Seller Badge
- Developed E-commerce images for 15+ Amazon product listings
- Collaborated with cross-functional teams, including Marketing, Social Media, Creative, and Brand Managers
- Conducted robust competitor research and user testing

Skills

Expert:

Digital design
E-commerce
Digital Marketing
Email creative
Social media (paid & organic)
Branding & Visual Identity
Web design
UX design
Illustration
Adobe (InDesign, Illustrator & Photoshop)
Figma
Graphic design
Project management

Foundational:

Adobe After Effects
HTML & CSS
Mailchimp
Copywriting

Qualities:

Collaborative
Creative problem-solver
Clear communicator
Attentive to details

Education

BFA in Graphic Design
University of Wisconsin - Stout
Graduated Dec. 2012

Wanganui School of Design
Wanganui, New Zealand
Spring semester, 2010

Experience *(Continued)*

Social Media Coordinator

Hike It Baby, 2019-2020 | Remote

- Produced and published engaging social media posts across Facebook, Instagram and YouTube, which collectively reached 72K followers
- Grew Instagram account by 3,000 followers in six months
- Organized 20 Instagram takeovers to drive UGC from diverse users
- Coordinated with the Marketing Team to ensure social media posts were published cohesively with blog posts and web announcements

Field Staff

Women's Wilderness, 2018-2019 | Colorado + Wyoming

- Led backpacking and rock climbing multi-day expeditions for female-identifying youth
- Fostered positive learning environments for students to thrive in
- Taught lessons on backcountry living skills and emotional well-being
- Adapted quickly to a changing environment

Graphic Designer

NOLS (National Outdoor Leadership School) | Lander, WY

Graphic Designer: 2016-2017

Graphic Design Intern: 2015

- Designed visual communications from concept through to completion
- Collaborated with internal stakeholders, campus directors, and staff to develop strategic marketing solutions across print and digital mediums
- Produced and designed a direct mailer as a part of a domestic, annual campaign that resulted in a \$40K increase in donations compared to the previous year's mailer
- Updated company website using Django and HubSpot platforms
- Led a UX research project on donation pages, which resulted in a 25% increase in online donations after edits went live
- Managed a \$100K budget towards rebranding wayfinding and environmental signage project on an international level
- Hired, trained, and mentored two Graphic Design Interns
- Trained staff on best practices for brand guidelines during a rebrand

Graphic Designer

SmartWool, 2016 | Steamboat Springs, CO

- Produced assets for social media, digital ads, emails, and campaigns
- Communicated with Web development on marketing email projects
- Developed creative print for in-store signage use
- Collaborated with a team of six creatives

Certifications

- Nielsen Norman Group UX Certification, 2023
- Wilderness First Responder AED + CPR, Expires 2024
- 200 Hour Yoga Teacher Certification, 2020

Trainings

- Women's Wilderness Field Faculty Training 2018, 2019
- HubSpot InBound Marketing Conference Attendee, 2017
- NOLS Alaska Adult Mountaineering Student, 2016
- NOLS Cultural Competency Seminar Attendee, 2016
- Wyoming Fish & Game Becoming an Outdoor Woman Attendee, 2016
- NOLS Alaska Sea Kayaking & Backpacking Student, 2015

Volunteer

- The Cairn Project
Raised \$1,300 to non-profits that offer outdoor programming to youth, 2023
- Wasatch Mountain Institute Designer, 2023
- Volume1 Magazine
Contributed live event photography, 2011-2013