

LIZ MORGAN

415 341.4295 lizmorgan@usa.net lizmorgandesign.com/ linkedin.com/in/liz-morgan19

Versatile and engaged creative director with 20+ years of experience driving creative strategy and execution in order to build brands. Passionate commitment to helping creative individuals and teams grow and flourish.

EXPERIENCE

Liz Morgan Design, San Francisco Bay Area, CA

Freelance Creative/Art Director/Designer [1997 – Current]

- Freelance graphic design and creative direction business.
- Conceptualize, design and develop packaging, POS, collateral, digital, websites, social media.
- Development of brand identity, strategy and repositioning.

CLIENTS INCLUDE: Gap Inc., Restoration Hardware, Arch Drafting, Morgan & York Fine Foods, Adamson Molina, HCL Architecture, Massa Organics, Laurie B. Knitwear, Landor Associates, Levinson & Associates, Proactiv, SheerCover, Meaningful Beauty, Bare Escentuals, Charter Communications, GreenTV, Microsoft, Metalmark Partners, Terris, Barnes & Walters, Superior Blue, E. J. Gallo, Tides Foundation.

Constellation Brands, San Francisco, CA

Creative Director [2013 – 2019]

- Developed and led in-house creative agency consisting of 7 FTEs and 5-8 freelancers.
- Saved company \$750K to \$1.5M per year in agency fees by expanding design expertise and bringing photo and video services in house.
- Won internal marketing award 2 years in a row for social media content creation.
- Achieved recognition from C-level management as high-potential leader in the Women's Leadership Network.
- Led the team in integrated marketing creative channels—spanning dozens of brands—from briefing through execution: branding, strategy, packaging, collateral, digital marketing, social media content, advertising, photography and video storytelling.
- Exceeded client expectations by providing high-quality design work and innovative thinking.
- Directed all styling for photo and video shoots, including environmental, prop and food.
- Managed retainer model and departmental budget.

Kodak Gallery, Emeryville, CA

Creative Lead/Director [2012]

- Supervised a team of 8 –12 digital graphic designers, interactive designers and copywriters working closely with the engineering team across marketing channels. Led strategy for user flow and site development, increasing traffic by ~25%.
- Launched a mobile site in 30 days through strong collaboration with the engineering team.

Digital Art Director [2011]

- Drove overall look and feel of website design and iteration, branding and integrated marketing strategy. Developed creative ways to capture both the information and emotion necessary to appeal to consumers.
- Conceived and built out in-house photo studio to increase site photography appeal.

Senior Digital Designer

[2010]

- Created consistency amongst all digital marketing channels (including mobile, tablet, CRM, display, affiliates, social, and partners).
- Utilized multivariate testing and localization of foreign sites to help company determine customers' interests.

Walmart.com, Brisbane, CA

Senior Interactive Designer, Health and Wellness

[2009 – 2010]

- Developed visual vernacular for launch of new digital Health and Wellness platform: Walmart.com/WebMD.
- Led and defined visual design for new digital platform and strategic initiatives. Set design direction and ensured that platform marketing adhered to it.
- Optimized website marketing, style guides, internal processes. Communicated best practices and trends to team.

OTHER POSITIONS:

Leapfrog, Senior Digital Design Consultant, Emeryville, CA

Creative Lift, Senior Designer, San Francisco, CA

American Pacific Enterprises, Art Director, Home Fashion, San Francisco, CA

MyPoints.com, Creative Manager, San Francisco, CA

Nobuo Ikeda Design, Graphic Designer, Fashion, San Francisco, CA

Mullaly Communications, Junior Graphic Designer, San Ramon, CA

The Jewish Bulletin, Production Designer, San Francisco, CA

EDUCATION

University of Michigan School of Art and Design, Ann Arbor, MI

BFA with Honors

Concentrations in Graphic Design, Photography, and Printmaking

CERTIFICATIONS

Emeritus Institute via MIT, Columbia, Dartmouth—Post-graduate diploma, Design Thinking and Innovation

IDEO-U Certificates—Leading for Creativity and Insights for Innovation

Wine & Spirits Education Trust—Level 3 Certification

Constellation Brands Women's Leadership Development program

SKILLS

Leadership—collaboration, mentorship, managing cross-functional relationships: Agency and in-house

Brand development and strategy—360: packaging, collateral, advertising, integrated marketing, digital

Storytelling—direction for photography, video and stop-motion design, storyboarding, prop styling

Data—utilizing consumer insights to drive brand development and creative

Software—Adobe Creative Suite, Google, Trello, Microsoft