

OVERVIEW

Designer and creative communicator with over 25 years of experience developing innovative, effective, nuanced solutions in print and digital arenas for clients in both private and public sectors.

My diverse design expertise spans a broad range of scopes and scales. Whether producing and art directing a nationally distributed high-visibility, retail catalog or conceptualizing and fine-tuning a logo for a boutique brand, every project I lead is met with equal parts passion and precision and is managed with confidence and grace.

WORK HIGHLIGHTS

MARKETING STRATEGIST 2018 – present

University of Kansas Center for Public Partnerships and Research // KS

Conceive, develop, design and manage projects for internal and external partners. Serve as partner liaison, lead designer, and production coordinator for all work assigned (detail next page).

OWNER / PRINCIPAL DESIGNER / ARTIST 2003 – 2021

Eliza Bullock Art + Design, LLC // NY + CA + KS

+ Design practice

Provided freelance digital and print design services for clients in publishing, political, social service, arts and retail realms. Created various marketing and advertising materials and digital assets.

+ Fine art practice

Created, exhibited and sold abstract, mixed media works on paper. Managed all studio operations and creative work including client interface, marketing and promotional plans and materials, project management, billing, and buying. My work has been exhibited nationwide and is in collections across the globe.

Lush Design // CA - Italy - NY

- + Worked as a contract designer and book packager for former employer, Chronicle Books, designing and producing products for their Gift Division.

DESIGN DIRECTOR 2000 – 2002

Chronicle Books, Gift Division // CA

Hired as Design Manager and promoted to Design Director.

- + Managed a team of four in-house designers as well as managing contracted freelance designers and book packagers.
- + Responsible for developing project-specific formats and for the design and production of all assigned products which included books, novelty kits, journals, notecards, calendars, and postcards
- + Worked as the project manager for the design and construction of the landmark Chronicle Books retail store. Designed the space and supervised contractors to construct all store fixtures. Developed, managed and maintained the project budget.

ART DIRECTOR / DESIGNER 1997 – 2000

Melanie Doherty Design // CA

Designed brochures, catalogs, and other print materials for a variety of clients. Designed and art directed the seasonal retail catalogs for Gardener's Eden, part of the Williams-Sonoma brand. Attended sales meetings, designed layouts based on product assortment, created stories and illustrated concepts to determine photography and styling direction. Sourced locations and worked on location as Art Director managing the photographer, and stylist to bring the catalog story to life.

CAPABILITIES

- + **Design** Conceive, develop and produce materials for digital and print output. Deliverables include data-driven reports, PowerPoint presentations, websites, social media content, logos, brochures, 1-pagers, posters, data visualizations, marketing materials, and swag. Please see portfolio for work examples.
- + **Management** Develop and manage project timelines, deadlines and budgets. Oversee internal and external collaborators to ensure projects are delivered on time on and within budget. Shepherd partners through design process from conception through completion. Development of internal systems to build process efficiency, consistency and optimum efficacy for design and production practices.
- + **Strategy** Develop internal and project-based strategic plans for marketing communications strategies.
- + **Accessibility** Create and mediate digital and print materials to meet Section 508 Accessibility requirements ensuring that products generated are compliant with current standards. Educate and coach staff regarding accessibility best practices. Serve as an expert panelist and presenter at national accessibility events/conferences.
- + **Writing** Strategize and create marketing content. Copyediting.
- + **Production** Pre-production and production oversight for print and digital product output.
- + **Social Media** Craft strategy, develop content, manage calendars and create digital assets for social media platforms.
- + **Mentoring** Educate and mentor designers to encourage confidence, project autonomy and professional development. Educate design and non-design staff on best practices for preparing materials for design. Teach and coach staff on Section 508 Accessibility requirements and best practices.

REFERENCES

MICHELE BERENDSEN *PMO Manager, City of Lawrence*
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MICKI CHESTNUT, *Writer*
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NANCY O'CONNOR *Executive Director, Growing Food Growing Health*
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SKILLS

SELECT TOOLS

Adobe Creative Suite
AI Tools
Google Suite
Microsoft Products
Project Management Tools
Asana, Trello
Social Media
Web Tools
Drupal, Figma, KUMU, Miro, Wix, Wordpress

CAUSES (current + past)

Bishop Seabury Academy
Parent Association President
Growing Food Growing Health,
Pro-bono marketing and design
LocalLove785.com, *Founder*
Moms Demand Action, *Activist*
Spencer Museum of Art, *Board Member*
Voter advocate

INTERESTS

Adventuring
camping, climbing, hiking, kayaking, traveling
Creating
collage, mixed media, poetry, printmaking, photography, watercolor
Reading
current events, historical fiction, poetry
Gaming
board games, jigsaw puzzles, word games

EDUCATION

BFA GRAPHIC DESIGN
Ohio University, 1995