

# LIZ MIGUELES

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## EXPERIENCE

### UX/UI Designer (April 2019- )

Hearst Newspapers

- Build and maintain a design system for 30+ sites across the U.S.
- Spearhead collaborations with data/research teams to uncover and address subscriber's needs
- Develop and interpret brand strategy and business objectives into comprehensive design solutions

### Experience Manager (Sept 2017- Feb 2019)

The Sketchbook Project, Brooklyn Art Library

- Led customer research and outreach efforts to find areas of improvement or growth
- Designed graphics across all brand touch points, including on-site experience, packaging, and social media
- Managed a team of 5 to see projects from ideation to launch

### Graphic Designer (Sept 2014-May 2017)

Thacher Gallery, University of San Francisco

- Designed full visual identity systems for each gallery exhibition (average of 5 a year), including environmental graphics, social/digital content, posters, and brochures.

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## CERTIFICATIONS

### Google UX Design

Professional Certificate  
Awarded 2022

## EDUCATION

### University of San Francisco

Bachelor of Arts in Design & Advertising  
GPA: 3.85

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## SKILLS

- Fluent in the Adobe Suite, Figma and Agile
- Experienced in building and working within design systems
- Cross-team communication and leadership
- Articulate public speaker and presenter