

# LIZ MIGUELES

781-277-1564 | [www.lizmigueles.com](http://www.lizmigueles.com) | [lizziemigueles@gmail.com](mailto:lizziemigueles@gmail.com)

## EXPERIENCE

### Lead Visual Designer (April 2019- ) Hearst Newspapers

- Lead comprehensive digital and print campaigns from inception to completion across the US
- Spearhead collaborations with data/research teams to uncover and address subscriber's needs
- Develop and interpret brand strategy and business objectives into UX/UI solutions

### Design Leader (Sept 2017- Feb 2019) The Sketchbook Project, Brooklyn Art Library

- Designed graphics across all brand touch points, including on-site graphics, packaging, and social media
- Led customer research and outreach efforts to find areas of improvement or growth
- 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 Sketch
- Experienced in designing for print, web and mobile experiences
- Strong skills in photo editing, retouching, and digital illustration
- Strong leadership skills and a love for cross-team collaboration