

liz gelfusa

graphic designer / art director

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www.designplaydetroit.com

EDUCATION

B.F.A. in Communication Design/ Graphic Design
College for Creative Studies / December 2005

Bachelor of Art and Sciences in Advertising
Michigan State University / May 2000

Bachelor of Science in Marketing
Michigan State University / December 2000

University of Technology Sydney, AUS / July-December 2000

DESIGN WORK

Quicken Loans Inc. / Feb 2010-current
Senior Designer / Associate Creative Director

- Lead mobile designer
- Provide design direction to the design team on a daily basis
- Project manage the workload of the design team & delegate new projects
- Environmental design for the new Detroit location

Solomon Friedman Advertising / May 2005-current
Senior Art Director / Interactive & Graphic Designer

- Was responsible for the majority of web projects in the agency, including creating site architecture, outlining content, determining functionality, establishing a design while art directing others on the project, presenting to the client and working side-by-side with the developer
- Developed and maintained the agency site and online presentations

Landmarks Press / 2004-current
Website design, development and maintenance

SOFTWARE

<i>expert level</i>	<i>still learning</i>
Photoshop CS3	Dreamweaver
Illustrator CS3	Fireworks
InDesign CS3	