



Lizzie Spencer B(Des)

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Profile

I aspire to be part of a motivated design team within an energetic, creative environment where I can be challenged to learn and build upon my knowledge base. I am passionate about photography, architecture and pulling on my experience of visual languages learned from living within other cultures.

Core Competencies

- An ability to translate clients' business and brand needs into quality ideas and solutions
- Excellent problem solving, research and troubleshooting abilities
- Aptitude with multitasking to take advantage of cross-pollination between projects
- An in-depth knowledge of the design process from initial concept to end product
- A detailed understanding of design principles
- A passion for simplicity, usability and accessibility
- Capable of injecting energy into a team environment, assessing ideas quickly and exploring their limitations and strengths within the context of the project

Windows and MacOS

Adobe CS3: Indesign, Photoshop, Illustrator, Dreamweaver, a little Premiere and Flash

MS Office: Word, Excel, Power point

Education

Massey University School of Fine Arts, Design and Music (Wellington, NZ) 1997-2000
Bachelor of Design (4yr, Computer Graphics major)

Sacred Heart College (Wanganui, NZ) 1991-1995
B Bursary/ University Entrance

Employment History

Coffee Bean Technology Corp (California, USA) August 2007-March 2008
Designer

Thrived in the collaborative, entrepreneurial atmosphere of a start up company, developing concepts for two separate business ventures from inception to delivery. Initially worked with the CEO to expand the original idea to work as an online site, then worked with a team of developers bridging the gap between design and development and producing all of the branding and promotional material.

- Presented ideas evolved from meetings to be further discussed and refined
- Facilitated idea generation from non creative team members
- Designed logo, stationary pack, website, podcast album, DVD covers and greeting cards
- Worked directly with a team of developers presenting storyboards and wireframes with open communication to bridge the gap between design and development
- Utilized an in depth knowledge of usability and design for the internet
- Created a hierarchical order for the information in conjunction with the information architect for clarity and flow
- Managed the outsourcing of short film production, defining the aesthetic style
- Produced design team timelines, managed interaction of my workload with the development team to meet deadlines
- Quantified user feedback, prioritized requirements and made changes where needed

www.yubliss.com | www.coffeebeantech.com

Ecco Pacific Ltd (Auckland, NZ)

March 2006-August 2007

Designer

A diverse role working across a wide range of projects including the design of company guidelines, promotions, publication templates, packaging, retail stands, trade magazine adverts, invitations, posters, T shirts, an image library, online catalogue and tradeshow planning.

- Brainstormed, planned and designed marketing campaigns
- Researched and conceptualized strategies to help meet business objectives
- Effectively managed the design workload with accountability for budgets and deadlines
- Worked directly with the CEO and GM to define the company's direction and goals
- Specified and implemented brand consistency across all mediums

www.eccopacific.co.nz

Eclaego Design Company (Shanghai, China) (Melbourne, AU) (Auckland, NZ)

2004-2007

Co Founder

Bid on and successfully delivered a range of varied international design contracts.

www.eclaego.com

0064 Ltd - A New Zealand Telecoms Company

Graphic Identity and website

Via Walking - An Australian Travel Company offering tours to Tuscany, Italy

Logo design

Kilombero - A New Zealand Business Consultancy company offering project services abroad

Logo design

Vox Textiles Ltd - An Australian company specialising in hand made, home dyed, organic textile designs

Graphic Identity and customer controlled, database driven website

Keleyuan Acquire English Co Ltd (Beijing, China)

2005

Curriculum Developer

Worked within an R&D team of educators to design an English curriculum for 3-6 year old Chinese children and closely with the marketing team to offer a complete solution to local Chinese kindergartens that included textbooks, music CDs and a trained teacher.

- Researched effective communication techniques
 - Rewrote traditional English preschool songs and chants to incorporate key learning words
 - Adapted western style children's games for use in the ESL classroom
 - Collated the most commonly used words, phrases and sentences amongst English speaking preschoolers for use in an ESL environment
 - Designed a text book for each year group, consisting of 24 units and 94 lessons
 - Guided the Chinese English teachers to effectively teach the curriculum within the classroom
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Sanei Hopkins Architects (London, UK)

August 2004

Website Design Contract

Designed, implemented and maintained the company website

www.saneihopkins.co.uk

Hays Recruitment (London, UK)

2003

Temporary Staff Member

Operated within a number of offices in central London in both administrative and receptionist roles

BBC (London, UK)

November 2002-January 2003

Web Designer

Designed an intranet site for the Occupational Health and Safety department

GlaxoSmithKline (Hertfordshire, UK)

2001-2002

Export Executive

Supervised the first time registration of pharmaceutical products into international markets

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Resene Paints (Wellington, NZ)

1998-2001

Colour Consultant, Customer Service representative

Liaised with trade clients, architects and retail customers to specify paint systems and design both domestic and industrial colour schemes

Achievements

Medium Message seminar with Mark Federman

Outward Bound - 28 day classic course (with scholarship)

American lifeguard qualification

Sir Edmund Hillary outdoor pursuits course

Kiwihost service certificate

Bronze Duke of Edinburgh scheme award

Interests

Drawing, skiing, architecture, kayaking, painting, photography, clay bird shooting, traveling, cycling