

# elizabeth schuppe

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## EXPERIENCE

### **Freelance Graphic Designer** | NYC

Dec 06 to Present

Credit-Suisse - Designed and produced the company's marketing collateral and financial brochures, managed own projects.

Sila - Developed and adapted design work for web content pages and emails for prestige beauty companies, including Clinique, Bloomingdales, and Macy's.

The Knot - Designed and produced online projects, designed magazine layouts, collateral, and inhouse materials, researched and edited photography.

### **Teaching Artist** | Supporting Women Artists Program, NYC

Sept 06 to Aug 07

Plan and implement class curriculum including a final project for each student. Prepare, organize and setup final gallery show. Assist students with all projects. Ensure all daily projects are completed in a timely fashion. Instruct students on various art forms, including painting, drawing and collage. Help provide a safe positive environment for youth by ensuring school safety protocol is met and students are supervised at all times. Document and track student progress to share with program administration and staff.

### **Senior Designer** | Battery Park City Parks Conservancy, NYC

Aug 04 to June 06

Responsible for art directing and designing all creative material for BPCPC across marketing, promotional, and editorial platforms. Manage budgets, work flow and deadlines. Handle production, prepress and all contact with printer.

### **Art Director** | Wishbone-ltp, NYC

Aug 02 to Aug 03

Responsible for setting strategy and design goals, art directing and managing related staff. Interact with all phases of design; interface with editors and marketing directors as needed; and direct and assign freelancers as needed. Maintain creative vision of Creative Director within individual project contributions through the initiation, development, refinement of design concepts and solutions, and supervision of projects from concept through printing. Originate new concepts, strategies, or innovative approaches that have significant impact on the company. Solicit client feedback to ensure that all activities and deliverables meet expectations.

### **Designer** | iVillage, NYC

April 00 to Dec 01

Responsible for look, feel and user experience of channels and magazine within website. Combine strategic, creative, and technical skills to deliver solutions. Work in dynamic, cross-discipline teams through the design process- from pitches, prototypes, requirements and art direction throughout production, launch, and quantitative analysis. Collaborate closely in a team environment under tight deadlines. Work creatively on original projects as well as within templates of established website.

### **Designer** | Firstborn Multimedia, NYC

Oct 99 to April 00

Created visual design, including typography, visual concept, logo and icon design for clients including Calvin Klein, Redken and the New York Racing Association. Converted and implemented art into Web and CD-ROM format. Worked with creative managers to determine project direction and client needs. Created and produced projects at a pace that meets all scheduled delivery points.

## EDUCATION

Skidmore College | Saratoga Springs, NY  
B.S in Studio Art, 1999

The Art Students League, NYC

## SKILLS

Photoshop, Illustrator, InDesign.  
Strong understanding of color theory  
and typography, site navigation and user  
interface design.