

LIZ KAUFF

EDUCATION

Parsons the New School

MFA Design and Technology

New York, NY

Aug '09 - May '11

Boston University

BS Communication

Boston, MA

Sept '04 - May '08

- Major in Advertising
- Minor in Visual Arts

WORK EXPERIENCE

Art Director | Movement Strategy

- Work with copywriters and content strategists to conceptualize and execute campaigns and large-scale activations for our clients
- Design and maintain our clients' visual style for current and emerging social programs
- Lead a team of designers and interns in content creation and pitch work

New York, NY

Sep '14 - Present

Art Director | Agency212

- Worked with Account Directors, the Creative Director, and interactive team to conceptualize and create design deliverables for print and animated advertisements, digital web campaigns, and website designs.

New York, NY

Jun '13 - Sep '14

Freelance Visual Designer | Operation: CMYK

- Conceptualized and created motion graphic animations, visual designs and animations for various print and web projects

Brooklyn, NY

Oct '12 - Jun '13

Graphic Designer | Rockwell Group

- Researched and designed print, video and digital materials for client presentations, brand collateral, and architectural graphics
- Helped produce printed books, invitations, and other promotional materials.

New York, NY

Jul '11 - Jan '13

Teaching Fellow | MFA DT Bootcamp

- Taught basic design principles to the incoming first-year students for the MFA Design and Technology summer Bootcamp
- Gave lessons, assisted with projects and led discussions

New York, NY

July '10 - Aug '10

RELATED SKILLS

- Proficient with Mac and PC platforms
- Proficient with Photoshop, Illustrator, In Design, After Effects, Microsoft Word, Power Point, Wordpress, HTML and CSS
- Experience with mobile app design, Flash, wire-framing, illustration, storyboarding, prototyping, video rendering (Final Cut Pro and After Effects), social media (Twitter, Facebook, Foursquare), and UX design

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