



LIZ KERRISON

www.lizkerrison.ca
www.flickr.com/photos/lizkerrison

Graphic Designer • Web Designer • Photographer

To say I am a busy person is to put it mildly. I love to keep busy and my life definitely doesn't disappoint. I work full time as a **Graphic and Multimedia Designer** for a Canadian Not-For-Profit Organization. I also am the founder of Ottawa Dog Blog and the Survivor Network and on the Board of Directors for Fertile Future. I do Freelance Graphic Design, Web Design and Web Development and plan to launch a photography business in 2009.

Ottawa, ON
613.686.6045
lizkerrison@gmail.com

I am a driven, motivated, well organized team player, with seven years experience as a graphic and web designer. The Co-Director and the Director of Publicity for a Canadian charity for Teen Cancer Survivors, with an Honours Degree in Fine Arts Cultural Studies and a Certificate in Digital Media from York University as well as a Graduate Certificate in Interactive Multimedia from Algonquin College.

I welcome constant change, new challenges and responsibilities in any environment. Flexible and versatile with the ability to meet deadlines no matter what it takes. Thrive in deadline-driven environments. Excellent organization and documentation skills that allow for clarity in communication and leadership. Organized many charity events such as Fashion Shows, Concerts and National Camps as well as many presentations and reports, from Creative Briefs to Design Documents.

Education

ALGONQUIN COLLEGE – Ottawa, Ontario
Graduate Certificate in Interactive Multimedia,
2006

YORK UNIVERSITY – Toronto, Ontario
BA Honours Degree in Fine Arts Cultural Studies
and Digital Media Certificate, 2005

Employment History

OTTAWA SYMPHONY ORCHESTRA - Ottawa
Freelance Graphic Designer
2007-Present

FREELANCE WEB DESIGNER - Toronto and Ottawa
Web Design and Development, Graphic Design
2002-Present

THE WAR AMPUTATIONS OF CANADA - Ottawa
Multimedia Designer
2006-Present

BEDDINGTON'S BED AND BATH - Ottawa
Web Manager and Marketing Co-Ordinator
2006

Skills

Very proficient in both Mac and PC platforms. Fluent in XHTML, CSS, JavaScript and XML. Understanding of Lingo, ActionScript, PHP and MySQL.

Advanced Knowledge of:

- Adobe Photoshop, Illustrator, InDesign, ImageReady, Dreamweaver, Director, Flash, Acrobat and Premiere
- Final Cut Pro
- Audacity
- Microsoft Word, PowerPoint and Excel
- Pages, Keyframe and Numbers

Intermediate Knowledge of:

- Adobe AfterEffects and Fireworks
- DVD Studio Pro
- Quark XPress
- Max/MSP and Jitter
- QTVR



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Experience

OTTAWA DOG BLOG, www.ottawadogblog.ca

FOUNDER

Ottawa, 2008 to Present

- Founded a community blog detailing everything to do with dogs in Ottawa and Area
- Created full branding and identity including logo, magnet business cards, letterhead, and blog design
- Using the Wordpress blogging engine, a theme was installed and customized to appeal to the intended audience.
- Write for and maintain the blog
- Optimizing and maintaining proper SEO allowed the blog to maintain steady growth and is receiving an average of 300 hits per day

OTTAWA SYMPHONY ORCHESTRA, www.ottawasymphony.com

FREELANCE GRAPHIC DESIGNER

Ottawa, 2006 to Present

- Design, create and update ads for newspapers and the concert program
- Create both English and French versions of graphic materials
- Ready artwork for print

WAR AMPUTATIONS OF CANADA, www.waramps.ca

MULTIMEDIA DESIGNER

Ottawa, 2006 to Present

- Create and maintain graphic elements for the organization in both English and French
- Create jobs on demand in a quick and efficient manner
- Maintain the common look and feel of the different departments within the overall organization
- Create all multimedia presentations for seminars and meetings
- Communicate with every department to ensure the proper graphics are produced
- Design bi-monthly newsletter for the CHAMP and LES VAINQUEURS Programs
- Work within a team of designers from concept to completion
- Design and create plaques and large format display boards
- Designed the new splash screen of the web site found at www.waramps.ca

SURVIVOR NETWORK, www.survivornetwork.com

GOVERNING BOARD MEMBER & DIRECTOR OF PUBLICITY

Canada, 2002 to Present

- Founding member of the national network for teen cancer survivors
- Help organize and plan the annual summer retreat in Muskoka, ON, including documents, flights, volunteers and activities
- Manage finances and produce reports for major sponsors
- Create and deliver presentations about the network for schools, universities and conferences
- Create and design network web sites
- Responsible for all media related materials for the network, including press releases, posters, videos, web sites and large scale displays for national conferences

BEDDINGTON'S BED & BATH, www.beddingtons.com

WEB MANAGER & MARKETING CO-ORDINATOR

Ottawa, 2006

- Primary graphic designer; worked with the production designer to ensure all stores had the proper signage
- Re-Branded the company identity and re-designed the in-store signage to encompass a common look and feel
- Created inserts, packaging and price labels for Beddington's brand product, readied the inserts for print, communicated with the suppliers overseas to ensure proper printing and packaging was produced and sent
- Co-ordinated advertising and communicated with many several high profile institutions
- Co-ordinated and oversaw the production of monthly promotions packages to all stores, as well as added and featured the promo items on the web site
- Web optimization to bring more traffic and drive sales on the web site

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