



ELIZABETH
VAN WHY

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OBJECTIVE

To create strong visual design that adds value to every project I'm involved in from early stages of development through completion.

EDUCATION

Rochester Institute of Technology, Rochester, NY
Bachelor of Fine Arts, Graphic Design, 2002

EXPERTISE / SKILLS

Creative Direction, Graphic Design, Web Design, eBook Design, Storyboarding, Character Development, Illustration, Production, Pre-press

Photoshop, Illustrator, InDesign, InCopy, iBooks Author, Active Inspire/Notebook, Quark, Acrobat, Microsoft Office

EXPERIENCE

Senior Designer, National Geographic Learning, Evanston, IL • March 2010 – Present

- Building the design vision of programs and driving implementation of that vision for both interactive media and print
- Presentations to stakeholders for program approval
- Prototyping, Spec writing, Storyboarding, Development, and Pre-press efficiency
- Management and mentoring of design, media research, and production teams as well as outside vendors
- Project management including status reporting, budgeting, scheduling, staffing, and negotiating with freelance artists and photographers
- Art direction of over 100 illustrators to produce high impact, editorially complicated, and visually stunning artwork
- Art direction of multiple photo shoots ranging from studio and table top products to models on location
- Balancing simultaneous projects

Senior Designer, Pearson Scott Foresman, Glenview, IL • November 2003 – March 2010

- Promoted from Designer to Senior Designer in 2006
- Prototyping, Spec writing, Design, Art Direction, and Development
- Competition Studies, User Research, and Focus Testing
- Package design and development for program displays
- 3D Character Development for interactive media and print
- Co-creation of a font, designed to include all characters needed to enhance readability for children at elementary reading levels
- Collaboration with bilingual Editorial teams to produce Spanish programs

Designer, Venus Magazine, Chicago, IL • February 2003 – March 2004

- Design and Production of the music section
- Working with the Creative Director and Editorial Director to support the design vision for each issue

Designer, Sharlen Sign, Chicago, IL • April 2003 – November 2003

- Design and Production of signage for businesses including channel letters, neon, banners, and vinyl
- Collaboration with the head of Sales and the head of Production

References

Available upon request