



## contact

elizacweber@gmail.com

720 • 443 • 7210

eliza-weber.com

linkedin.com/in/eliza-weber

## technical skills

Low Fidelity Wireframes

High Fidelity Mockups

User Journeys+Mapping

Iconography

Illustration Design

Logo Design

Branding Style Guides

Data Visualizations

## software skills

Figma ★★★★★

Adobe InDesign ★★★★★

Adobe Illustrator ★★★★★★

Adobe XD ★★★★★

Adobe Photoshop ★★★★★

Adobe Lightroom ★★★★★

Sketch ★★★★★

# experience

## ★ WONDROS | SEPT 2020 – PRESENT

### UI/UX DESIGNER

- Collaborating with an interdisciplinary team of UI, UX, Data Analysts, and Web Developers
- Creating a targeted and holistic product that serves the client and their audience
- Illustrating solutions through creating user journeys, user flows, low-fi wireframes, to full fidelity and prototyped designs
- Facilitated and constructed a plan to transition a team of 5 digital designers from Sketch to Figma

## ★ FREELANCE DESIGN | MAY 2020 – PRESENT

### UI DESIGN, LOGO DESIGN, PACKAGING DESIGN, & ILLUSTRATIONS

- Coached business owners by inventing a brand style guide to strengthen their marketing presence
- Fulfilled a diverse set of client needs from packaging design, to creating a full brand style guide, to website design deliveries

## ★ UNIVERSITY MARKETING DEPT. | FALL 2016 – SPRING 2020

### PRINT DESIGN

- Generated print marketing material such as flyers, brochures, & event signage
- Oversaw clients' needs and ensured deliverable dates were met
- Onboarded new digital designers, collaborated with print team members, and liaised with head designers to meet the needs of the university

## ★ WATERMARK MARKETING AGENCY

### UI/UX DESIGNER

- Conceived and presented low-fidelity wireframes, high fidelity prototypes, brand style guides, and print marketing
- Supported and assisted the brand designer and web designer to ensure clients' needs were met

# education

## CALIFORNIA LUTHERAN UNIVERSITY

SPRING 2016 – FALL 2020

**B.A Multimedia Emphasis in Design and Print**  
**Minor in Psychology**

## ELISAVA Barcelona School of Art & Design

Fall 2018

**Courses in Design for Packaging, Typography and Graphic Design, Retail Design and Merchandising**