

MULTI-DISCIPLINARY DIGITAL DESIGNER

Elizabeth Akers

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WORK EXPERIENCE

DIGITAL MULES | REMOTE

MAY 2022 – PRESENT

Web and Brand Designer (May 2023 – Present)

Junior Designer (November 2022 – May 2023)

- Spearheaded a comprehensive internal rebrand for Digital Mules, modernizing the company's visual identity to align with current market positioning
- Lead the end-to-end brand identity process for a diverse client portfolio as the primary in-house brand designer, architecting cohesive visual systems and messaging
- Conceptualized and launched a new interactive branding guide product, providing clients with a dynamic, user-friendly digital asset for maintaining long-term brand integrity
- Design high-fidelity website mock-ups in Figma and execute full builds in WordPress using Elementor, ensuring seamless responsive performance
- Produce a high volume of digital and print assets, including social media graphics, brochures, and flyers using Canva and the Adobe Creative Cloud Suite, and email newsletters via MailChimp and BeeFree
- Established and refined internal design workflows, integrating modern graphic design practices to significantly improve project turnaround and cross-departmental collaboration

Graphic Design Intern (May 2022 – November 2022)

- Facilitated the production of cross-channel marketing collateral for a diverse South Florida client base while managing daily web maintenance, including blog deployment and coordinated email marketing campaigns

TENACIOUS LEADERSHIP INSTITUTE | REMOTE

STARTED APRIL 2025

Freelance Designer

- Re-architected Squarespace layouts and optimized lead-capture forms to drive conversions, while orchestrating automated email marketing systems and developing high-impact training assets with a rigorous focus on visual hierarchy

KEI ADVERTISING | REMOTE

STARTED MARCH 2026

Freelance Designer

- Partner with Indiana-based clients to design and prototype high-fidelity web projects and intuitive layouts in Figma to streamline local brand storytelling

SYNDICATE SALES | REMOTE

STARTED MARCH 2026

Freelance Web Designer

- Architect high-converting landing pages and specialized digital assets for diverse market sectors to enhance corporate digital reach and brand alignment

PURDUE UNIVERSITY | REMOTE

SEPTEMBER 2023 – JANUARY 2024

Canva Designer (Contract through Creative Circle)

- Engineered a comprehensive Canva Brand Kit and resource guide to centralize institutional assets, while designing a library of custom, brand-aligned templates to ensure visual consistency and self-service accessibility for university departments and students

NORTH CENTRAL COLLEGE MARKETING DEPT. | REMOTE

JUNE 2022 – MAY 2023

Student Graphic Designer

- Collaborated with Design Directors to produce high-visibility branding materials and digital assets, contributing to major institutional projects while graduating Summa Cum Laude

SIMON PEARCE | REMOTE

JUNE 2022 – SEPTEMBER 2022

Creative Intern

- Managed the high-volume migration and systematic organization of digital assets within the Bynder DAM system to align with luxury brand marketing standards

EDUCATION

NORTH CENTRAL COLLEGE

August 2019 – May 2023

BA in Musical Theatre
Minors in Graphic Design and Interactive Media Studies
GPA 3.94 | Graduated Summa cum laude

FRANKLIN CENTRAL HIGH SCHOOL

July 2015 – May 2019

FC Honors/Academic Honors Diploma
GPA 4.2

PROFICIENCY

- Illustrator
- Photoshop
- InDesign
- Lightroom
- Adobe Firefly
- Figma
- Canva
- Microsoft Suite
- Google Suite
- Basecamp
- Slack
- Bynder
- MailChimp
- WordPress
- Elementor
- BeeFree
- GetResponse
- Squarespace
- Zapier
- ChatGPT

RELEVANT COURSES

- Digital Art & Design
- Graphic Design I, II, III
- Web Design
- UX/UI Design
- Design Agency Practicum
- Digital Photography
- Professional Practices
- Social Media
- Digital Media Writing
- Honors Conversations
- Honors Writing Seminar
- Public Speaking

CERTIFICATIONS

WCAG Compliance: Web Accessibility Best Practices

Pawel Mielniczek | CourseEra
Issued Date: May 2026

Mailchimp Foundations Certification

Intuit Mailchimp
Issued Date: June 2024

Graphic Design Portfolio and Creative Design Basics

Artistico Picasso, Instructor | Udemy
Issued Date: June 2022

The Branding Masterclass

The Entire Brand Design Process

Lindsay Marsh | Udemy
Issued Date: March 2025

Figma UI UX Design Essentials

Daniel Walter Scott | Udemy
Issued Date: July 2023

InDesign Essential Training

Daniel Walter Scott | Skillshare
Issued Date: August 2022



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