

# LIZ HAGAN

## GRAPHIC DESIGNER

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Graphic Designer with 10+ years of experience creating engaging experiences for brands including Ace Hardware, Google, Dannon, and Unilever. My focus is developing omni-channel creative across **web, email, social, display, apps, and landing pages**, with a strong eye for visual storytelling and maintaining brand consistency.

### CONTACT

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### EDUCATION

Harrington College of Design  
Master of Arts in Communication Design  
August 2016

University of Illinois at Urbana-Champaign  
Bachelor of Science in Advertising  
May 2010

General Assembly  
UX Design Circuit  
April 2019–May 2019

### SKILLS

Figma  
Adobe Photoshop, Illustrator, InDesign

### EXPERIENCE

#### CONTRACT DIGITAL DESIGNER | ACE HARDWARE

January 2025–December 2025

Responsible for the concept and design of various omni-channel creative including web, email, app, display and social, from intake through to delivery  
Interfaced with front-end developers to assure streamlined release of creative  
Delivered digital assets for brands such as Yeti, Weber, Traeger, EGO, DeWalt, Benjamin Moore, and Scotts  
Edited photos for digital use using Photoshop  
Created animated GIFs for social media and email  
Developed assets for seasonal style guides  
Managed multiple simultaneous projects with varying deadlines

#### DIGITAL DESIGNER | ACE HARDWARE

December 2020–December 2022

Subject Matter Expert of social ads and push notifications  
Lead the evolving design of The Paint Studio, including landing page, emails, and programmatic banners for Benjamin Moore, Magnolia, and Clark+Kensington  
Created high impact landing pages for acehardware.com  
Updated homepage assets and layout with new creative solutions  
Concepted and created seasonal style guides for Creative team  
Designed display and social ads, both national and local

#### CONTRACT VISUAL DESIGNER VIA ADECCO | GOOGLE

February 2017–August 2017, May 2018–December 2020

Helped develop and guide design direction for Sales Mastery, an internal training team at Google  
Assisted in creating and executing new branding and visual style for external content  
Materialized new sub brands within Sales Mastery and executed all design elements  
Designed cohesive imagery throughout Sales Mastery interface  
Owned entire design process from initial briefing to managing revision rounds  
Digitally illustrated scenes, infographics and iconography to compliment e-learning

#### ART DIRECTOR | GEOMETRY GLOBAL

September 2017–May 2018

Adopted, executed, and created strategic creative shopper marketing executions for Dannon, DanoneWave, Unilever, and Black Forest  
Created designs based on brand guidelines, the target audience, and retailers  
Designed logos and sketched out ideas or layouts  
Handled design, type, photography, layout, color, shape, and the overall visual aesthetics under the guidance of senior creative team  
Ensured agency success by owning the creation of designs that consistent with client branding guidelines, client goals, and company procedures