

LIZ HAGAN

GRAPHIC DESIGNER

CONTACT

lizhagan.com
liz.ann.hagan@gmail.com
630.205.6524

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 2024–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 | 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 2027–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