

# LIZ FITZWATER

## CONTACT

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**PHONE** (206) 265-2117  
**EMAIL** lizuare@gmail.com  
**WEB** lizuare.com  
**LOCALE** Woodinville, WA

## PROFESSIONAL SKILLS

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People management  
Creative briefs  
Project scoping  
Print production  
Project management  
QA

## TECHNICAL SKILLS

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Photoshop, Illustrator, InDesign  
PowerPoint, Excel, Word  
Figma  
Monday.com  
Pre-press, CMYK workflow  
Large format printing  
Product development

## INDUSTRY EXPERIENCE

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Retail, CPG  
Licensed merchandise  
Experiential  
Events, exhibits  
Consumer electronics  
Gaming  
Outdoor  
Coffee  
Auto

## SUMMARY

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Senior creative leader with 18 years of agency experience designing and managing creative teams to produce omni-channel retail campaigns, experiential events, brand guidelines, packaging, and consumer products

## WORK EXPERIENCE

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### ART DIRECTOR

TEN GUN DESIGN | EDMONDS, WA | 4/2019–5/2023

Lead and manage design team through creative and production processes, oversee creative vision and design strategy for B2C and B2B clients: Xbox, Microsoft, and Amazon

- Oversee design and development of retail campaign assets for Xbox game and hardware launches: in store, digital, social media, product detail page packages and launch kits
- Lead creative work for Amazon Alexa B2B marketing team: manage designers, lead weekly client reviews, work closely with PM, sales, and client to deliver static and animated digital marketing assets
- Development and pressure testing of Xbox Brand Guidelines including roll-out within studio, training, and building of templates
- Design and production of print and digital art files for Xbox game cards including localization for 40+ countries

### ART DIRECTOR, FREELANCE SENIOR DESIGNER

LIZUARE | WOODINVILLE, WA | 1/2015–PRESENT

Brand development, social media marketing, packaging, POP, and creative strategy for B2B & B2C clients

- Product, packaging, and POP design from concept to final print production files
- Website design and build-out, email, and social media marketing support
- Build and execute creative briefs, SOW, project scope, budgets, and timelines for design proposals
- Manage and develop relationships with print vendors

### SENIOR GRAPHIC DESIGNER

IMAGICORPS | REDMOND, WA | 10/2015–12/2016 + CONTRACT SUPPORT

Lead graphic designer supporting retail displays, in-store experiences, and experiential marketing campaigns for Microsoft, Xbox, Pokémon, American Express, and PACCAR

- Design graphics, signage, and overall aesthetic for exhibits, promotional experiences, and retail displays
- Coordinate with design and engineering teams to produce brand experiences that align with the client's brand messaging
- Art director for 2016 Pokémon World Championships: partner with stakeholders to execute creative vision for event including stage design, wayfinding, live presentation content, music, and lighting

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## EDUCATION

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### ASSOCIATE OF APPLIED ARTS

THE ART INSTITUTE OF SEATTLE

Graduated with Honors  
9/2002 - 12/2004

### PROJECT MANAGEMENT CERTIFICATE

EVERETT COMMUNITY COLLEGE

Rapid Track Program  
01/2019 - 05/2019

## PERSONAL INTERESTS

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Sewing & quilting

Fishing

Wine

Coffee

Golfing

Hiking

## MORE TO SHARE

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References and extended  
portfolio are available  
upon request

## WORK EXPERIENCE CONTINUED

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### GRAPHIC DESIGNER

DRIVESHOP | REDMOND, WA | 11/2014 – 10/2015

Design event collateral supporting experiential marketing events  
for Jeep, Fiat, Dodge, Ram, GM, Mazda, and Toyota

- Ideation and design of graphics for driving events and launch tours
- Design visuals and maps for custom driving courses, booths, and other interactive experiences
- Lead design and build-out of new website for company re-brand

### DESIGNER II

BDA | WOODINVILLE, WA | 6/2007 - 9/2014

Design lead for Starbucks account, oversee design and creative for  
merchandise and packaging

- Market and trend forecasting, creation of color/material/finish boards
- Manage print production files for domestic and international SKUs through product life-cycle
- Design and development for Holiday 2013 and 2014 Advent calendars

Design products and custom graphics for licensed merchandise:  
Nintendo, Activision, Pokémon, and Nickelodeon

- Illustration of new product designs for factory and sales
- Design original graphics and patterns that elevate licensor brand elements and characters while staying within brand guidelines

Design Lead for RFPs: Dunkin' Donuts, Hershey's, Unilever

- Team with sales to deliver creative promotions, merchandise programs, and elaborate RFP responses
- Present creative strategy to clients

### GRAPHIC DESIGNER

ONE DEGREE | BELLEVUE, WA | 2/2005 - 12/2006

Website design and brand development for small businesses

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THANK YOU!