



lizabeth farley

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EXPERIENCE

senior designer - vertis communications [11/07 - present]

responsible for the design and printing of up-scale ads for the Jewish News. Newsletters and logo design. Programs include Photoshop, Illustrator and InDesign, CS3.

creative director - marketshare, inc. [4/05 - 8/06]

editorial layouts, photoshoots and creation of ads to enhance brand building for individual businesses in the metropolitan Detroit area. Monthly publication, quick turnarounds and wide variety of clients. Some copywriting, retouching of images. Programs include Photoshop, Illustrator, InDesign

senior art director - bbdo advertising [2/04 - 4/05]

design group responsible for the creation of materials pertaining to Chrysler Corporate Communications with national dealer groups. Various media included web site design, training materials such as manuals, brochures, newsletters and promotional events materials. Color proofing, client presentations and photo shoots.

art supervisor - campbell-ewald advertising [4/97 - 12/03]

supervisor with the chevy collateral creative group. designed truck and automotive catalogs and special events promotional materials including posters, mailers and displays. Worked extensively with photographers on location as well as studio. Collaborated with retouchers and color proofers. extensive presentation experience with clients.

art director - j. walter thompson [3/96 - 4/97]

Art director with Ford Retail Automotive Group. Television, print promotional material. storyboarding.

art director - bozell, inc [6/94 - 4/97]

EDUCATION

center for creative studies, detroit, mi - bfa

wayne state university, detroit, mi - english major course curriculum

cleveland institute of art - cleveland, oh

currently enrolled - web design certificate program, macomb community college
courses: dreamweaver, flash I