



ELIZABETH
VANWHY

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www.libbyvanwhy.com

EXPERTISE / SKILLS

Content Strategy, User Research, Usability Evaluation, Information Architecture, Creative Strategy, Art Direction, Visual Design, Storyboarding, Prototyping, Illustration

HTML, CSS, Content Management Systems (Spark, WordPress, Joomla), Axure, Balsamiq, Adobe Creative Suite (Photoshop, Illustrator, InDesign, InCopy), Acrobat, Microsoft Office

EXPERIENCE

Freelance Experience & Design, Chicago, IL • April 2012—Present

Clients: Pearson Education, Herminia Publishing, SPC Educational Solutions, University of Chicago Center for Latin American Studies, Jennifer Shaffer Photography, Luciana Illustration, Syncurity Networks, L.L.C., Hessel & Associates, L.L.C., Leah VanWhy Design.

Volunteer, Chicago Design Museum, Chicago, IL • April 2012—Present

- Marketing Committee, 2014—Present. Successful Kickstarter campaign raised \$50,000 in 2014
- Funding Director, 2012—2014. Raised \$10,000 in 2012 and \$25,000 in 2013

Experience & Design Director, SPC Educational Solutions, Chicago, IL • April 2013—May 2014

Development and support of The YOU Program, a parental engagement program delivered in both English and Spanish that includes books, eBooks, training materials, training workshops, and an online community (YOU Parent)

- Brand strategy for entire program
- Development and production of covers, packaging, signage, presentations, and marketing materials
- Prototyping, iterative development, and production of 3-book set and training materials
- Concepting, experience, and design direction of eBook
- Direction of digital agency for wireframing, prototyping, and development of online community
- Content strategy, analytics reporting, and production of graphics for online community
- Wireframing, prototyping, content strategy, visual design, and direction of development for The YOU Program marketing websites

SPC Educational Solutions company re-brand in English and Spanish

- Brand strategy, including Herminia Publishing imprint
- Wireframing, prototyping, content strategy, and visual design of company websites
- Direction and testing of responsive development with vendor for company websites
- Content ingestion, maintenance, and analytics reporting for company websites

Senior Designer, National Geographic Learning, Evanston, IL • April 2010—April 2012

- Built design vision and drove implementation for both interactive media and print products
- Presented to stakeholders for program and product approval
- Management and mentorship of internal and external design, media research, and production teams
- Project management including status reporting, budgeting, scheduling, staffing, and negotiating with freelance artists and photographers
- Art direction of over 100 illustrators and multiple photo shoots

Senior Designer, Pearson Scott Foresman, Glenview, IL • November 2003—March 2010

- Promoted from Designer to Senior Designer in 2006
- Prototyping, Documentation, Art direction, and Development of four major programs
- Competition Analysis, User Research, and Focus Testing

EDUCATION

DePaul University, Chicago, IL—Master of Science, Human Computer Interaction, expected 2014

Rochester Institute of Technology, Rochester, NY—Bachelor of Fine Arts, Graphic Design, 2002

References

Available upon request