
OBJECTIVE | Work related to graphic design, advertising, marketing, event planning.

Over 30 years creating tools to empower corporate, small business and consultants through custom marketing solutions to generate leads, convert sales, generate revenue. Portfolio at www.lizogers.com

HIGHLIGHTS

- Design and produce print packaging, websites, logos, brochures, etc. since 1979. Past client list below.
- 15 years web design, layout & production from concept to completion
- Event planning & webmaster for a 3-day IEEE engineering conference at Stanford for 11 years. Treasurer for 3 years.
- Retail package design for new line of beauty care products, hardware, and software, audio CDs.
- Retail food packaging, POP displays, planograms for Orville Redenbacher popcorn, Swiss Miss Hot Cocoa Mix, Kal Kan Whiskas, Pedigree dog food.
- Corporate business to business packaging, branding, logo, identity packages, collateral, custom ad specialty items.
- Trade show booth, signage, logo, illustration, collateral, brochures, promotion.
- Design, brand, and build various sites on Unix/Apache/FreeBSD servers for e-commerce, web brochure, and database websites.
- Purchase, customize and/or write code for online conference registration, admin backend, 200 affiliate store shopping mall and catalog, Visa® gift card sales, custom letter writing, video.
- Corporate catalog and brochure websites including lead generation forms, animated banner ads, html email, custom graphics, and list creation.
- CSS templates, Image Ready slicing and animation. RSS/podcast website.
- Interactive animation using rollovers, image slicing, animated cells for online portfolios.
- SSL certificate installs using dedicated IP for https with authorizenet & Wells Fargo merchant accounts.
- Lead/work with team of 10 production artists and illustrators as needed to produce my design comps for retail food packaging at on-site full-time freelance design firm, 5 years.
- Design, event plan, manage an IEEE Tech. conference at Stanford 11 years. Reduced costs by more than 50%.
- Created 1-800-Pro-Color, a print-on-demand color copy and electronic output center. \$30K income, first month.

SOFTWARE

- Full understanding and command of MAC, PC, Linux, Unix servers
- Expert skill level of Adobe software since 1990. Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, Flash, Image Ready, Fireworks, Quark Express, MS Office products, Filemaker, Quickbooks
- Understanding of CSS, XHTML, DHTML, Perl, SHTML, RSS, Javascript. Write PHP, MySQL, HTML, CSS

EMPLOYMENT HISTORY

Designer | Liz Rogers Design | SF Peninsula, CA | 1979 – present | www.lizogers.com

Past Clients:

Talking Points Professionals | Fort Collins, CO | 2003 – 2006 | www.talkingpointspro.com
Awbrey Corporation | Bethlehem, GA | 2003 – 2006 | www.awbreycorp.com
Cary Kornfeld, PhD | Switzerland | 2003 | www.carykornfeld.com
IEEE Hot Interconnects Symposium | Stanford, CA | 1999 – 2010 | www.hoti.org
Alaska Design Group | North Pole, AL | 1996 – 2002 | www.alaskadesigngroup.com
Agile Software | San Jose, CA | 1993 – 2005 | www.agilesoftware.com
Fujitsu | San Jose, CA | 1998 | www.fujitsu.com
Apple Computer | Cupertino, CA | 1996 | www.apple.com
Hewlett Packard | Palo Alto, CA | 1994 | www.hp.com
3Com Corporation | Santa Clara, CA | 1989 – 2001 | www.3com.com
Leon Richman Design, Inc. | Orange, CA | 1985 – 1989 | www.lrdinc.com

EDUCATION/TRAINING

Online courses in Social Media Marketing, 2010
Casino College, Mountain View, CA - Card dealer for Poker, Blackjack, Pai Gow, Mini Baccarat
Filoli Gardens & Mansion, Woodside, CA - Painting classes
VinSolutions Sales Training Program, Boardwalk Auto Center, Redwood City, CA
West Valley Flying Club, San Carlos, CA - Private Pilot training
College of San Mateo, CA – Painting
Sierra College, Rocklin, CA – Drawing
