

# LIZ HEWETT graphic designer

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I'm a **Graphic Designer** in the Atlanta area passionate about art and good design.

Working as a designer for an 11-hospital healthcare system for over five years gave me an edge, especially for fast-paced, deadline-driven work environments.

My design experience has a wide range from web design and print advertising, to event invitations and successful large-scale direct-mail campaigns.

## WELLSTAR HEALTH SYSTEM, MARIETTA, GA

*Graphic Designer; 2012 – 2018*

- Designed print and web material for the largest healthcare system in Georgia, including all print & web advertisements (*featured in Atlanta Magazine, Fox Theatre programs, The Atlanta Journal Constitution, and numerous other publications*), which successfully drive patients to choose WellStar, resulting in company revenue.
- Produced several direct-mail campaigns monthly that bring positive ROI for system service lines based on data received from Healthgrades.
- Worked with a team to successfully develop a constantly evolving brand as WellStar acquires new hospitals.

## WE CAN LEAD - ISHA SESAY, ATLANTA, GA

*Freelance Designer; 2015 – Present*

- Works with Isha Sesay, globally known CNN anchor, on collateral used at events with guests (*including Anderson Cooper and other CNN anchors*) that successfully bring awareness leading to company funding through donations.

## WELLSTAR HEALTH SYSTEM, MARIETTA, GA

*Design Intern; 2011 – 2012*

- Assisted in marketing and graphic design collateral development, working closely with Senior Graphic Designer and Branding Director

## VANCOUVER 2010 WINTER OLYMPICS

*Tech Personnel; February 2010 – March 2010*

- Selected out of 400 students to work with Aerial Camera Systems, a company widely recognized as a world leader in the provision of camera systems, and Olympic Broadcasting Systems to assist with camera equipment.



## EDUCATION:

Asbury University • Wilmore, KY  
2007- 2011 • Bachelor of Arts  
Design • Multimedia • Art

## SKILLS:

InDesign	<div style="width: 95%;"></div>
Photoshop	<div style="width: 90%;"></div>
Dreamweaver	<div style="width: 85%;"></div>
Illustrator	<div style="width: 90%;"></div>
Flash	<div style="width: 80%;"></div>
Final Cut Pro	<div style="width: 85%;"></div>

Microsoft Office • MailChimp • Marketing  
MAC & PC • Photography • Film-editing

## RELATED ACTIVITIES:

Creative Director for 2011  
Highbridge Film Festival

Asbury University's 2011  
Designer of the Year

