

LIZ HEWETT

Senior Visual Designer

Contact

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Skills

Adobe Creative Cloud · Figma
· Presentation & Slide Design
· Motion Graphics & After Effects
· Brand Systems · Visual Storytelling · Digital, Print, Social & Web Assets

Education

Asbury University — BA Media Communication / Graphic Design, Minor in Art

Bonus Track

Multimedia Designer of the Year (2011) · Society for Healthcare Strategy and Market Development (SHSMD)

Communications and visual designer with 15+ years of experience turning complex ideas into clear, compelling creative. Experienced across corporate, healthcare and nonprofit environments, with a focus on visual storytelling, brand systems and thoughtful, audience-centered design.

Experience

Hewett Design Co. — Creative Director, Owner | 2018–Present

Provide ongoing creative services for large corporate clients, including a global talent acquisition organization, partnering with internal marketing and communications teams as an extension of their creative function.

- Design email campaigns, reports, presentations, web and social assets, infographics, campaign creative, and motion graphics.
- Translate complex business, technology, AI, and thought-leadership content into clear, engaging visual communications.
- Conduct brand audits and develop visual concepts, templates, and systems within established global brand standards.
- Manage projects from concept through stakeholder review, production, delivery, and QA while balancing multiple deadlines.
- Partner with marketing, communications, content, strategy, and leadership teams to develop effective creative solutions.

WellStar Health System — Graphic Designer | 2011–2018

Designed internal and external communications for one of Georgia's largest healthcare systems, supporting a complex network of hospitals, medical offices, and corporate departments.

- Created advertising campaigns, annual reports, infographics, brochures, internal communications, social content, web assets, and event materials.
- Partnered with cross-functional teams and department leaders to translate business and communication goals into effective visual solutions.
- Supported system-wide brand standards and templates, maintaining consistency through significant growth and hospital acquisitions.
- Managed multiple projects from concept through production and delivery in a high-volume creative environment.
- Collaborated with photographers, vendors, and production partners on photography, video, multimedia, and large-scale campaigns.

Women Everywhere Can Lead — Freelance Graphic Designer | 2015–2020

Served as the nonprofit's sole graphic designer, partnering with founder and former CNN anchor Isha Sesay to rebrand the organization and establish its visual identity.

- Led the visual rebrand and developed brand standards and creative assets.
- Designed print, digital, campaign, event, and social communications.
- Partnered with leadership to translate the organization's mission into consistent visual storytelling.

Olympic Broadcasting Services — Tech Personnel | Winter 2010

- Selected from Asbury University's student body for a month-long assignment supporting broadcast and aerial camera operations during the Vancouver 2010 Winter Games.