

Elizabeth Kelner

Portfolio | lizmakesthings.design

Email | LizSKelner@gmail.com

Tools & Skills

Adobe CC

Illustrator
InDesign
Photoshop
Dimension
After Effects

Microsoft Office

Word
Excel
PowerPoint
Outlook

Project management

Asana
Monday

Print & digital advertising

Typography

Corporate design

Copywriting

Email marketing

Layout design

Packaging design

Environmental design

AR filters

Print production

3D rendering

Basic animation

Experience

Contract Corporate & Environmental Designer (QVC, Qurate Retail Brands) 2022 - 2024

- + Designed branded materials across print, digital, and environmental needs for QVC, Qurate Retail Group, and affiliated brands including HSN.
- + Created print collateral for events, retail outlets, and internal programs, ensuring brand consistency and improving employee engagement.
- + Developed environmental design elements for QVC's headquarters and contributed to large-scale experiences such as the Christmas Spectacular at Radio City Music Hall, strengthening brand loyalty.
- + Designed logos and branding for internal initiatives and translated them into digital applications such as on-air graphics and online advertising.
- + Recognized by clients for delivering high-impact creative work and for effectively pitching design concepts with clarity and confidence.

Freelance Graphic Designer 2021 - 2022

- + Designed email campaigns, social media content, AR filters, packaging, direct mail, and in-store displays for food and lifestyle brands.
- + Created motion graphics, basic animations, and edited video content for use on digital platforms.
- + Delivered photo retouching and product imagery for e-commerce aligned with brand style guides.

Lead Graphic Designer - Pet Valu US 2015 - 2021

- + Led the design and execution of integrated marketing campaigns across 300+ retail locations, spanning print, digital, in-store, and e-commerce platforms.
- + Produced cohesive assets for seasonal promotions, product launches, and brand partnerships, including posters, window clings, animated ads, shelf talkers, and web graphics.
- + Enhanced customer engagement through high-impact visual merchandising and retail signage.
- + Negotiated with print vendors to secure competitive rates and streamlined the fulfillment process, ensuring timely delivery to all stores.

Education

Clark University | Bachelor of Arts (Media Studies & Art)