

Elizabeth Seidle

SENIOR DESIGNER

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LINKEDIN

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PORTFOLIO

seidledesign.com

RECOGNITION

- Chair for Elders, *Please Be Seated* Exhibition, MODA
- The Erick Hoffer Award for Short Prose & Independent Books, Honorable Mention for *Art Interrupted*
- Making the Case Competition, AIGA
- AIGA Atlanta Poster Show
- SEED Awards, AIGA Atlanta
- *Communication Arts*
- *STEP*
- *Print*

PUBLICATIONS

- *Recycling & Redesigning Logos*, Rockport Publishers
- *Masters of Design Corporate Brochures*, Rockport Publishers
- *1000 More Graphic Elements*, Rockport Publishers
- *Designers USA*, Graphis Press

INTERESTS

Knits & Prints Shop,
a collaboration with Kurt Seidle
Designing Knit Patterns
Spinning Yarn
Photography

Dedicated senior designer with over 20 years of experience in creating brand strategy and implementing design for a broad variety of clients from established Fortune 500 companies to local start-ups with a focus on the commercial interiors industry. Expertise in Adobe Creative Suite, client and project management, and brand development.

EXPERIENCE

Senior Designer
Grant Design Collaborative (i.e., design)

July 1999 – Present

Key role in research, strategy, and branding for a wide range of clients to produce branding systems and naming strategy, print and digital collateral, publications, branded interiors and trade show booths, product design, materials kits, web, video, and social media.

KEY QUALIFICATIONS AND RESPONSIBILITIES

- Worked in a collaborative environment directly with clients to deliver successful projects on time and on budget.
- Excelled in organization of complex and detailed projects, tracking updates across business-wide collateral and platforms.
- Worked with photographers and renderers to create key brand and product launch campaign imagery.
- Created strategy, messaging, logos, graphics, materials and presentations, and social media content.

KEY ACHIEVEMENT

Working with businesses to take their brands to the next level to attain their goals, whether it is greater market share, expanding into new territories or product categories, or positioning their business to be acquired.

EDUCATION

Maryland Institute, College of Art
Baltimore, MD

Bachelor of Fine Arts in Graphic
Design, Cum Laude

University of Georgia
Athens, GA

Studio Art Major

SKILLS

- Adobe Creative Suite
- Microsoft Office Suite
- Brand Strategy & Management
- Qualitative Research Implementation & Analysis
- Logo Design
- Typography & Color
- Basic Video Editing and Animation
- Project Management
- Client Management
- Collaboration with Partners and Vendors

AFFILIATIONS

Marietta Cobb Museum of Art | 2022-present

Currently serving on the Board of Trustees as a member of the Standards & Practices and Collections & Exhibitions committees.

Cherokee Heights Arts Festival | 2012-present

Currently serving on the Board of Directors as Secretary with planning and organizational duties throughout the year for this annual event.

AIGA Atlanta

Chapter advisor. Four terms on the Atlanta Chapter board of Directors in the roles of Practitioners Chair, Secretary/Treasurer, Volunteer Chair, and Vice President. Events and communications committees member.