

elizabeth ford, graphic designer

19 pleasant street, **berlin, ma**

contact | 207-570-8604 | eford@westpond.com

portfolio | poweredbychai.com

education

University of Maine,
Orono, ME
2008
BA in New Media

skills

Adobe Photoshop

Image Reouching
Conceptual Graphics
Website Banners and Headers
Magazine and Web Ads

Adobe Illustrator

Logo Design
Vector Graphics

Adobe InDesign

PDF and Booklet Layout

Adobe Encore

DVD Menus

Microsoft Office

HTML/ CSS

WordPress
Divi Page Builder

Other Skills

Photography
Basic Video Editing
3D Printing/Modeling

**references available upon
request**

work experience

►► West Pond Technologies, LLC

Contract Graphic Designer

2011 - Present

- Created initial company logos and business cards.
- Designed brand stickers for all West Pond devices, and produced all product photographs.
- Developed trade show materials including banners, promotional fliers/postcards, including the creation of conceptual graphics and custom stock photos.
- Built the company website, first with HTML templates, then redid with WordPress. Purchased all stock photos.
- Assisted with creating marketing plans and created magazine and web ads.
- Created and administrated the company's Facebook and YouTube pages.

►► Freelance

2008 - Present

- Clients include Update Logic, National Datacast, Bang Zero Bang. Created logos, graphics and game concept and character designs.

other work experience

►► Accredo Health Group

Client Care Coordinator, CPhT

2008-2011

- Contacted patients for monthly orders, organized deliveries of medications and supplies and maintained inventory, equipment records, and patient files.
- Initiaited the redesign of forms for tracking medications and equipment and creating new forms in Excel as needed.