

LIZ VIRIAN

BRAND & EXPERIENCE DESIGNER

Warwick, RI | lizvirian.com | lizvirian@gmail.com | 401.204.4585 | [Linkedin](#)

Graphic Designer skilled in creating cohesive visual systems for digital, print, and event platforms. Experienced in managing multi-client projects from concept to production, with a strong background in layout design and brand implementation. Recognized with the 2024 JWU Design Team Award for leadership on multi-client creative projects.

EDUCATION

Bachelor of Science, Graphic Design

Johnson & Wales University, 2024 | Providence, RI

- Recipient of the 2024 Design Team Award for leadership and collaboration on multi-client, in-house-style creative projects.

WORK EXPERIENCE

Independent Designer

Various Clients | Remote | July 2024 – Present

- Design and produce digital and print marketing materials — including email assets, social media graphics, web content, and promotional collateral — tailored to each client's brand and conversion goals.
- Collaborate with small business and startup clients to define creative direction, scope, and visual strategy aligned to business and marketing objectives.
- Translate concepts into production-ready files with accurate color specifications, layout systems, and formatting.
- Manage end-to-end production workflow across multiple concurrent projects using AI-assisted tools to optimize efficiency and meet client deadlines.

Visual Merchandiser

Macy's | Warwick, RI | November 2025 – Present

- Executed seasonal campaigns, promotions, and in-store initiatives across a two-floor, multi-section retail environment — managing signage updates, environmental graphics, and wayfinding in compliance with corporate standards and timelines.
- Applied layout, hierarchy, and color principles to maintain consistent, on-brand customer-facing visuals throughout the store.
- Collaborated with store leadership to align execution with brand directives and seasonal rollout schedules.

Design Intern

Rhode Island Wild Plant Society | Kingston, RI | September 2023 – May 2024

- Designed a suite of social media templates for Instagram and Facebook — covering posts, stories, and reels — to support and streamline the organization's ongoing content output.
- Developed website update mockups with detailed implementation instructions and plugin recommendations, providing an actionable redesign solution without direct site access.
- Created a reusable email campaign template to standardize and simplify the organization's weekly communications.

Design Team Studio

Johnson & Wales University | Providence, RI | September 2023 – May 2024

- Produced 50+ branding, print, and promotional pieces within a student-led studio serving a diverse client roster — including student organizations, faculty-led clubs, classes, nonprofits, and small startups.
- Managed 4+ concurrent projects while maintaining quality and meeting deadlines.
- Participated in design critiques, presenting concepts and incorporating feedback to strengthen final executions.

SKILLS

Design

Typography • Brand Identity • Layout Design • Digital & Print Design • Web Design • Visual storytelling • Experiential & Event Design • Visual Styling • UX Principles • Spatial Design • Visual Merchandising • Trend Awareness

Software

Adobe Creative Cloud (Illustrator, InDesign, Photoshop, After Effects, Premiere) • Figma • Affinity • Microsoft Office • AI Tools • SketchUp (Foundational) • Generative AI Tools

Professional

Project Management • Cross-Functional Collaboration • Presentation Skills • Adaptability • Problem Solving • Strategic Thinking

VOLUNTEER EXPERIENCE

Graphic Designer

Community College of Rhode Island Players | Warwick, RI | June - July 2025

- Designed two production posters for Richard III and The Comedy of Errors, each informed by individual research into the play's tone, costume palette, and visual themes — one illustrated, one photo-based with image editing effects.
- Adapted 11×17 poster designs into social media formats and produced supporting graphics to drive awareness and engagement for both productions.
- Retouched and color-graded cast photography to establish consistent mood and atmosphere across opening night materials and social posts.