

LIZ VIRIAN

GRAPHIC DESIGNER | VISUAL MERCHANDISER | CREATIVE STRATEGIST

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Graphic Designer with experience delivering brand-consistent collateral across retail, web, and event environments. Skilled in leading projects from concept through execution, collaborating cross-functionally, and applying strategic design thinking to visual systems. Strong background in layout and production workflows within fast-paced, studio-style and corporate environments.

EDUCATION

Bachelor of Science, Graphic Design

Johnson & Wales University | Providence, RI | 2024

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

EXPERIENCE

Independent Designer

Various Clients | July 2024 – Present

- Collaborate with clients to define creative direction, scope, and visual strategy aligned to business and marketing goals.
- Designed and produced various creative media and marketing materials for both web and print.
- Translate early concepts into **production-ready** designs with accurate color specifications, and layout systems.

Visual Merchandiser

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

- Execute on-brand visual presentations supporting seasonal campaigns, promotions, and in-store initiatives.
- Supported **signage updates and environmental graphics** in compliance with corporate standards and timelines.
- Implement corporate visual standards and seasonal directives to support customer navigation and engagement.
- Apply principles of **layout, hierarchy, and color** to maintain clear, consistent customer-facing visuals.
- Collaborate with store leadership to **meet execution timelines** while maintaining **brand accuracy and quality**.

Visual Style Merchandiser

Target | Warwick, RI | October 2024 – September 2025

- Managed multiple visual priorities simultaneously while maintaining accuracy, consistency, and attention to detail.

Design Intern

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

- Created wireframes and high-fidelity mockups with a strong focus on hierarchy, composition, and user experience.
- **Supported brand initiatives through digital graphics, email layouts, templates, and marketing materials.**
- **Collaborated** regularly with **internal stakeholders** to align creative materials with organizational, and marketing goals.

Design Team Studio

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

- Worked within a collaborative, in-house-style creative studio supporting multiple internal clients.
- **Produced 50+ branding, print, and promotional materials** across varied project types and timelines.
- Participated in design critiques, presenting concepts and incorporating feedback to refine executions.
- **Managed 4+ projects simultaneously** while maintaining quality, organization, and delivery schedules.

SKILLS

Design

Typography • Branding • Brand Identity • Layout Design • Composition • Visual Communication • Digital Design • Print Design • Web Design • Visual storytelling • UX Principles • Pre-Press • Mannequin Styling • Trend Awareness • Spatial Design • Visual Merchandising

Technical

Adobe Creative Cloud (Illustrator, InDesign, Photoshop, After Effects, Premiere) • Affinity • Microsoft Office • AI Softwares

Professional

Project & Time Management • Cross-Functional Collaboration • Presentation Skills • Attention to Detail • Adaptability • Problem Solving
Deadline-Driven Execution • Organization • Customer Engagement • Multi-tasking • Strategic Thinking

VOLUNTEER EXPERIENCE

Graphic Designer

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

- Designed promotional materials that increased event attendance and audience engagement.