






LIZ GAROFANO
ART DIRECTOR

 egarofano@gmail.com
 lizgarofano.com
 913.485.3383

EDUCATION

Parsons School of Design / New York, NY
Graphic and Digital Design Certification
Sept 2007-May 2008

Tulane University / New Orleans, LA
B.A. in Visual Arts: Cum Laude
Double Major in Art History and Studio Art,
concentration in Photography
Minor in Architecture
Aug 2001- May 2005

Lorenzo de Medici Art Institute / Florence, Italy
Jan-May 2004

EXPERIENCE

Senior Art Director

Razorfish, Austin, TX

August 2018 – Present

Concepting and developing social and digital content for Patrón Tequila and leading team of designers.

Design Director

Madwell, Brooklyn, NY

April 2014 – June 2018

Lead the brainstorming, concepting and development of design concepts for digital projects, branding, packaging, and marketing campaigns. Managed and mentored team of designers.

Art Director

North Street Creative, New York, NY

Oct 2013 – May 2014

Conceptualized and designed cross-platform brand content and responsive website solutions for clients such as Dove and Mastercard.

Senior Interactive Designer

Drumroll, Austin, TX

April 2013 – April 2014

Developed original design concepts and executed designs for responsive websites and email programs. Participated in visual design presentations to clients such as Microsoft and Bing.

Senior Graphic & Web Designer

Freelancers Union, Brooklyn, NY

July 2009- March 2013

Responsible for website design and upkeep, the design of printed marketing and event collateral, and social-media branding.

Graphic Designer

Henry V Communications, Portland, OR

Sept 2008- March 2009

Designed identity programs, print ads, web site components, and presentation boards to support live events.

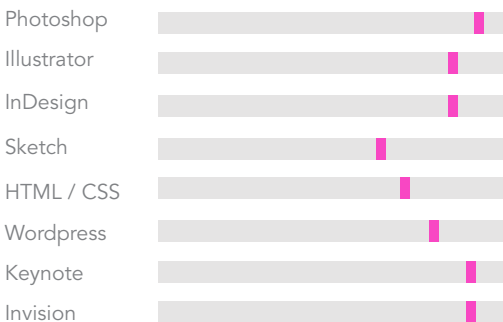
Independent Research Scholar, Diane Arbus Photo Archive

The Metropolitan Museum of Art, New York, NY

April 2007- Aug 2008

Researched, catalogued and prepared archive of negatives, photographs and ephemera from the Estate of Diane Arbus.

SKILLS



WORK FEATURED IN

PRINT GOOD

SWISS MISS HOW