

# Liz Mogollan, Graphic Designer

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## Professional Overview

I am a versatile and creative Graphic Designer with 5 years of experience translating concepts into compelling visual designs for both print and digital media. Proficient in Adobe Creative Suite, including Photoshop, Illustrator, and InDesign. I bring a unique blend of artistic talent and deliver high-quality design solutions that meet client requirements.

## Skills

- Graphic Design
- Typography
- Branding
- Creative Strategy
- Social Media Marketing
- Website Design
- Packaging
- Publication Design
- Digital Video
- Marketing Management
- Languages: English, Spanish

## Work Experience

The Factory LLC | Bethlehem PA |

May 2019 - Sept 2023

Graphic Designer

- Part of the graphic design team at The Factory LLC, scale-up facility and investor for CPG brands. Created multiple assets for our in-house brands, ROAR, Mikey's, Pipcorn, Stuffed Puffs, and Honey Stinger.
- Heavily involved in the creation of print and digital media assets such as marketing materials, asset libraries, sell-sheets, email marketing materials, illustrations, event collateral, packaging design, etc all to drive brand awareness and attract new consumers.
- I played a pivotal role in the successful launch of innovative products for Brands such as Mikey's and Pipcorn by contributing my expertise as a graphic designer to create compelling and visually striking branding materials for the new product lines.
- Collaborated seamlessly with photo and video teams to craft captivating visual content for the brand's social media platforms.
- Attended and worked The NACS show Oct 2022. My role involved hands-on engagement in the planning and execution of a convention event, where I contributed to various aspects such as logistics, attendee coordination, and event coordination.
- Brand Ambassador for The Factory LLC brands such as Honey Stinger helping bring awareness to their mission, vision, and goals while representing the company at product launches, events, and trade shows in 2019.

## Education

BA Graphic & Interactive Design  
*Management Minor: Marketing Track*

Moravian College | Bethlehem, PA | 2016-2020

## Achievements

FIG Lehigh Valley Magazine Feature

Fig© | Bethlehem, PA | Fall 2022

Honey Stinger Logo Redesign Contest  
*1st Place*

The Factory LLC | Bethlehem, PA | Dec 2018

Software:

- Adobe; Photoshop, Illustrator, InDesign, Premiere Pro, Acrobat, Procreate
- Google; Slides, Docs, Drive, Analytics
- Microsoft; Word, Powerpoint, Outlook
- iMovie, Bluehost, Wordpress, Monday, Airtable, Klavio, Figma, Slack, Dropbox