

Elizabeth Miller

Design Strategist
Creative Director
Front-End Developer

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Freelance
Freelance Projects & Contract Work

April, 2017 - Present
Currently I am freelancing with several clients in the healthcare and non-profit industries. On one project I am working with a team to populate the backlog and to develop wireframes and user journey maps to prepare for development. On another, I am focusing on brand strategy and putting a plan into place to facilitate the extension of the brand from online to print work.

Squishymedia
Director of Design Strategy

November, 2015 - April 2017
As the Director of Design Strategy, not only was I responsible for the aesthetics for all work that went out of the shop, but also advocated for UCD and UX from proposal-writing through to the Agile iterative developmental process. I owned our outward-facing work as well as our internal brand strategy and design processes. Inside this small shop I filled in the gaps as an IA, AD, Content Strategist, and Front-end Developer. Additionally, as part of the leadership team — alongside the Principal, Executive VP, and Director of Technology — I helped drive the kind and type of new business projects we sought as well as proposal and scope writing, client management and functioned as the internal Product Owner.

Squishymedia
Art Director & Front-End Developer

March, 2012 - October, 2015
As the shop's Art director, I created, implemented, and guided the visual design elements associated with brand positioning, public relations, content strategy and technological requirements in order to help clients reach their unique project goals, while working with other designers, developers, and IAs. As the chief liaison between clients and other design professionals, I had to understand the client's need and ensure its development by the design team. Additionally I worked with our project managers and Scrum Masters in order to fit our UCD requirements into the iterative development sprint schedule.

Squishymedia
Front-end Developer (contract)

June, 2010 - February, 2012
Before I joined Squishymedia as a permanent employee I was a contract front-end developer. This role included engaging with clients with wireframes and design mockups all the way to implementation. Most of our solutions involved theme-building in Drupal and WordPress—with custom sites where appropriate.

CMD
Designer & Flash Developer (contract)

June, 2010 - December, 2010
While at CMD I worked mainly on the Intel and ASUS accounts. I was responsible for ideating interesting UX solutions with the team, creating design mockups, and fleshing out Flash animations.

Freelance + Sabbatical
Freelance Projects & Contract Work

February, 2010 - May, 2010
A 4-month personal sabbatical in order to pursue goals that included freelance opportunities as well as mixed-media art experiments & travel.

Waggener Edstrom
Experience Designer

May, 2008 - January, 2010
While an Experience Designer with WE Studio D – the digital design lab inside Waggener Edstrom Worldwide – my primary responsibilities were to collaborate with account staff, project managers, designers and developers in order to deliver consistent and quality interactive experiences. Projects encompassed a variety of deliverables from Silverlight micro-sites to extending online branding in an community-driven environment. Harnessing the new social media outlets, aggregating their content and experiences, and implementing them in a thoughtful, dynamic and creative way made my time at WaggEd particularly engaging.

MISG / ANXeBusiness
Interactive Designer

October, 2005 - April, 2008
My primary role was to collaborate with developers to design user interfaces for web applications from defining project scope and architecture to complete front-end. Worked with division heads and senior staff as lead design to develop marketing strategies, including: online & print marketing, trade show & event design, style guides, corporate branding and product branding. Gained familiarity with PHP, JavaScript & ActionScript 2. Developed strong experience with web standards, browser compatibilities, UX, SEO/SEM and CMSs.