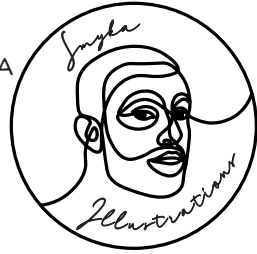


# ELIZABETH SMYKA

## CHILDREN'S BOOK ILLUSTRATOR

GRAPHIC DESIGNER • BOOK JACKET DESIGNER • BOOK LAYOUT • SOCIAL MEDIA



### CONTACT INFO:

Phone: 616-258-3700

Email: [Elizasmyka@gmail.com](mailto:Elizasmyka@gmail.com)

Portfolio: [smykaillustrations.wixsite.com/portfolio/profile](https://smykaillustrations.wixsite.com/portfolio/profile)

## SOFTWARE KNOWLEDGE

Microsoft Office • Adobe Creative Cloud (Illustrator • Fresco • Photoshop • InDesign) • Hubspot • Hubstaff • Slack • Hootsuite • Google Suites

## WORK EXPERIENCE

### INGALLS PICTURES

Social Media & Business Development Coordinator,  
October 2021 to Present

- Handle all social media audits, posting, analysis
- Use analytic tools to consistently manage Ad campaigns leading to new clients
- Research potential prospects, find new markets to break into, make new business connections, and handle initial client meetings
- Lead internal meetings to keep everyone on the same page and organize meeting documents
- Produce videos and helping with Preproduction for videos
- Created a Social Media Distribution plan for our clients to increase video engagement from their client base

### MISS DESIGN BERRY

Illustrator, April 2021 to October 2021

- Vector art for custom couples and pet portraits
- Creating alternative guest books, wedding and nursery décor
- Email communication with clients about edits and distributing designs
- Use of Adobe Illustrator, Slack, Hubstaff, and Google Suites
- Collaborate with team in an assembly line work space while working remotely
- Prepping files for print

### HARBOR HUMANE SOCIETY

Adoption Counselor, November 2020 to April 2021

- Arrange adoptions and animal meetings
- Calling clients, reviewing applications, answering emails, office filing
- Ensure animals are matched with the right families that can meet their specific needs

## EDUCATION:

**Grand Valley State University,**  
August 2014 to June 2018

**Major:** Psychology

**Minor:** Studio Art, Hospitality and Tourism  
Management

## FREELANCE PROJECTS

### MICHIGAN CARES FOR TOURISM

- Designed layout of March 2021 issue of Michigan Giving Magazine
- Given articles and photos
- Designed in InDesign and prepped for printing process

### "SPECIAL TO ME"

- Children's book 2021-2022
- 18 Central page designs
- 7 Characters plus backgrounds
- Vector art in Adobe Illustrator and Fresco

### BOOK COVER RE-DESIGNS

- Favorite books and movie posters
- Wanted to refresh previous designs to broaden audience
- Vector Art in Adobe Illustrator and Fresco for texture variation

### LIGHTHOUSE ONLINE INVESTMENTS

- Logo design, created for marketing materials for a startup in West Michigan
- Given color scheme and general vision
- I created six designs and narrowed down what they liked/disliked from there, then made final edits for approval
- Vector Art in Adobe Illustrator

### CUSTOM PORTRAITS

- May 2020- present
- Couple's portraits and pet portraits designed from multiple photo references
- Vector Art in Adobe Illustrator

### PROMOTIONAL POSTERS

- National and State Parks
- Geometric designs Inspired by:  
"See America - A Celebration of Our National Parks & Treasured Sites"
- Vector Art in Adobe Illustrator

### LOGO DESIGN MOCK-UPS

- Random prompts and color schemes given for inspiration
- Vector Art in Adobe Illustrator