Liz Bryson.

lizbryson.co
liz@lizbryson.co
262.955.5344

she/her

Multidisciplinary front-end developer and designer, passionate about creating delightful user experiences through design and technology

Experience

Senior Web UI Designer
TWILIO • SEP 2021 – PRESENT

- Led UI design on a new, scalable design system for use across multiple Twilio web properties and brands.
- Oversaw agency partners to ensure consistency between Adobe Experience Manager components and Twilio's web design system.
- Owned UI design on projects from concept through execution, including a global homepage redesign, new resource hub, landing pages, and multiple product hubs.
- Produced custom illustrations and animations to help amplify brand presence and communicate complex technical processes.
- Art directed and mentored junior designers to promote a design culture centered around collaboration and growth.
- Developed internal tools, design standards, and templates to empower teams to work efficiently and consistently

Front-End Developer, UI Designer
EVANGALIST AGENCY • JUNE 2017 – MAY 2021

- Responsible for the development of over 60 websites across multiple platforms, including Wordpress, Marketo, and HubSpot.
- Designed websites, landing pages, website animations, signage, and print materials for clients across multiple industries.
- Authored digital documentation and conducted website training sessions with users to empower self-service.

Front-End Developer
THE RICHARDS GROUP • JUNE 2016 – JUNE 2017

- Contributed to front-end development on client websites including Dr. Pepper, Schweppes US, Clamato, 7up, and SubZero Wolf.

Lead Designer, Interactive Designer
STEADFAST CREATIVE • JUNE 2014 – DECEMBER 2015

- Lead creative direction for marketing and eCommerce website projects, including sitemaps, wireframes, and high fidelity designs.

Education

Web Development Immersive
DEVMOUNTAIN • MAY 2016

12-week intensive that focused on modern JavaScript technologies and building full stack applications in both individual and group settings

BFA in Graphic Design
TEXAS CHRISTIAN UNIVERSITY • DECEMBER 2014

Coursework included color theory, typography, web design, layout design, branding, publication design, packaging design, photography, drawing, illustration, and art history

Skills

DEVELOPMENT

- HTML, CSS
- CSS Preprocessors
- React, Vue
- Version Control (Git)
- RESTful Services/APIs
- JavaScript ES6+
- Wordpress Themes
- Command Line
- W3C Standards
- Greensock Library

DESIGN

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Vector Graphics Editors (Figma, Sketch, Adobe XD)
- Adobe After Effects & Lottie Animations
- Prototyping & Collaboration Software (InVision, Zeplin)
- Project Management Tools (JIRA, Asana, Airtable)

MARKETING & SALES

- CMS Platforms (Wordpress, AEM, Shopify)
- CRM Platforms (Salesforce, Pardot, HubSpot, Marketo)
- Google Workspace Apps, Microsoft Office Suite
- Google Analytics, SEO Best Practices