



LIZ CENTOLELLA // MOTION GRAPHICS + GRAPHIC DESIGN + NYC

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SELECTED WORK EXPERIENCE

ELIZABETH ARDEN, LEAD INTERACTIVE AND MOTION FREELANCER + NEW YORK, NY

Freelancing on a permanent basis for over eight months, I worked on various skincare, fragrance, and beauty campaigns, including lines for Juicy Couture, Mariah Carey, Britney Spears, Rocawear, Prevage, and the various Elizabeth Arden house brands. Most work included working with video and motion graphics, with a few web campaign pitches.

SAFARI SUNDAYS, ASSOCIATE ART DIRECTOR + NEW YORK, NY

Designing and ideating for major clients such as Pepsi, Doritos, and 7UP, we work on an international platform to develop web strategy for niche markets, innovating the way advertising is reached globally and on the web.

IMAGINARY FORCES, DESIGNER + NEW YORK, NY

Beginning directly after college, I was picked up by Imaginary Forces as a staff designer. Here, I have had my introduction to the design world, working on various projects in film, television, commercials, and experience design. Work completed here received a Honorable Mention in I.D. Magazine's Annual Design Review, and has been shown at the AIGA's SF Design Week.

TEACHERS ASSISTANT FOR INTERACTIVE AND MOTION DESIGN + SARASOTA, FL

Selected as the only eligible student with the knowledge to assist a professor, I used my skills of Motion and Interactive design to assist teach over twenty students at Ringling School of Art and Design.

INTERNSHIP AT RINGLING SCHOOL DESIGN CENTER + SARASOTA, FL

Gained experience working with clients, branding and following existing design protocol, designing brochures and identity packages, and following a project from concept all the way to press and distribution.

EDUCATION

RINGLING SCHOOL OF ART AND DESIGN + SARASOTA, FL

Bachelor of Fine Arts in Graphic and Interactive Communications, with Honors

COMPUTER PROGRAMS

All Adobe products including Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Flash, including HTML, CSS, and basic XML

OTHER ACHIEVEMENTS

CONTRIBUTOR

THUNDER a lifestyle, culture, and music blog.

GROUP GALLERY SHOW

Video installation for the show titled "Hidden Wisdom" at The Arsenal Gallery, Brooklyn.

PUBLISHED AS FEATURE ALUMNI IN RINGLING SCHOOL CATALOGUE

Two page spread and interview

PUBLISHED IN PRINT MAGAZINE + REGIONAL DESIGN ANNUAL

For collaboration piece; Ringling Admissions Collateral

GOLD DISTRICT / SILVER REGIONAL STUDENT ADDY AWARD

For collaboration piece; Ringling Admissions Collateral

ANNUAL FLORIDA PRINT AWARD

For "Best In Category" + Path Calendar

BEST OF MOTION GRAPHICS AWARD & BEST OF WEB DESIGN AWARD

In the "Best of Ringling" Juried show; Sybille Hagmann