ELIZABETH E. TUSTIAN

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Creative Designer and Project Manager

Print and digital designer • Collaborative project planner • Experienced team player

Skilled Designer who applies creative problem solving to design solutions and project planning. Collaborative team member able to synthesize information into concise and attractive visuals displays for both print and digital media. Experience with responsive design issues, stakeholder presentations, vendor management, and asset management.

WCAG Accessibility | Interactive and Print Design | Adobe Creative Suite | JIRA software | Agile Workflow | Branding and Identity | Style Sheets and Type Specifications | Illustration Art Direction | Photo Research and Permissions | Photoshoot Coordination | Vendor Management | Project Planning and Documentation | Asset Management

EXPERIENCE

Savvas Learning

SENIOR DESIGNER, 2021-PRESENT

Created designs for digital products, working with Editorial, Instructional Design, and Programmers.

- Created digital prototypes for new programs in Adobe XD, iterating designs based on focus-testing and shareholder feedback.
- Supplied specifications to digital producers and programmers.
- Trained in WCAG accessibility requirements, and implemented design changes to address accessibility concerns.

QBS Learning

DESIGN ASSURANCE AND COMPLIANCE, 2016-2021

Provided support for design effort at client (Pearson Education, Savvas Learning Company). Oversaw the work of third party vendors to ensure quality and consistency of design and adherence to program guidelines. Set up personal systems to enable remote work.

- Planned and implemented changes to digital artwork and lessons for WCAG accessibility compliance.
- Documented program design guidelines and trained vendors in their use.
- Led design teams at 2 different vendors in brainstorming and creation of new digital lessons.

Lexia Learning

SENIOR DESIGNER, 2015-2016

Worked with Game Designer, Developers, Content and Creative teams to conceive and prototype Reading educational software for K-12 market.

- Created design presentations, prototypes, and detailed visual specifications.
- Integrated feedback from internal stakeholders and external focus-testing into designs.
- Led team that created user-profile personas.

Pearson Education

SENIOR DESIGNER, 2010-2015

Team leader for multiple design projects, both digital and print. Created product designs and oversaw implementation of design branding throughout production. Trained and supervised vendor designers. Researched and proposed workflow and technical solutions for large projects.

- Created user interface design, wireframes, prototypes, and design guidelines for digital lessons. Designed and documented layouts that would be versatile for use with a variety of grade levels and content materials, working with Project Stakeholders. Helped define program interaction requirements for digital activities.

- Managed design vendor in digital lesson creation using proprietary Digital Content Assembly Tool as well as JIRA bug tracking software.
- Served as creative lead in project planning, driving brainstorming of new processes with cross-functional management team, and then compiling project documentation.
- Learned Oxygen and worked with teams from across business units to develop product designs, specifications, and processes for an HTML5 workflow.
- Created UX and Instructional Design templates and best practices for Spanish Digital Interactive Whiteboard lessons, then art directed vendor in final completion of product. Learned SMART Notebook software to create production-ready templates.
- Created product branding and program icons for use on digital platforms.
- Created detailed design specifications for both print and digital projects.

CONTRACT DESIGNER, 2008-2010

- Worked with Editors and Programmers to create prototypes of two new digital educational products, designing digital lessons and interactive games in Flash.
- Developed prototypes and page designs for successful Middle School Geography program.
- Created photo shoot specifications and guidelines for use by international video production teams which resulted in high quality images that led to product success in the market.
- Created a set of Photoshop Best Practices guidelines and developed training course in Photoshop for entire design department across multiple locations in the US.

McDougal Littell/Houghton Mifflin

SENIOR DESIGNER, 1996-2008

Served as book team leader responsible for continuity in overall project design, reviewing all stages of proof, training and supervising project designers, as well as designing chapter layouts.

- Successfully led teams of 4-8 designers in book projects.
- Developed visual concepts, logos, project branding, and mock-ups for prototypes.
- Served as departmental Photoshop resource, and trained coworkers in Photoshop.
- Attended and directed photo shoots with freelance photographers, in foreign locations and in local studios. This included selecting models, props and wardrobe, and creating detailed photo specifications.
- Researched and secured permissions for use of photos in textbooks, negotiating prices and contracts as necessary.
- Developed systems for tracking images, budgets, schedules, and design goals across projects.
- Served as liaison between Information Technology and Design Department, assisting with implementation and training in new technology.

DESIGNER, 1993-1996

Designed Chapters: consulting with editorial staff to create information graphics; developing art programs; researching new art sources and photographic images; directing freelance artists.

EDUCATION

Bachelor of Fine Arts Cum Laude in Painting, Boston University
Radcliffe Publishing Procedures Course, Radcliffe College, Harvard University
Currently enrolled in part-time Master's program for Innovation in User Experience at
   Worcester Polytechnic Institute

SKILLS

Knowledge of WCAG Accessibility requirements, Adobe Suite, Agile Workflow, JIRA software, Figma, Excel, Documentum and Alfresco database systems, Smartsheets, photography, and painting. Familiar with gamification and game design theories.