

Liz Daily

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08.11 – Present

FREELANCE. Industrial & Soft Goods Designer +

05.07 – 08.11

MOJI. Lead Industrial & Soft Goods Designer +

Five-year-old start-up specializing in warm up and recovery products for athletes.

Designed heat and cold therapy products and compression wraps from concept to finished goods.

Built functional thermoformed cold and heat gel pack mock ups, sewn mock ups, researched and sourced fabrics.

Created patterns for soft goods, corresponded with overseas and domestic manufacturers.

Conducted thermal testing on heat and cold therapy products to verify therapeutic benefit.

Designed packaging and graphics for e-commerce and retail, trade booth environments and graphics.

11.11 – Present

DAILY GENERAL.
Founder & Proprietor +

Eponymous shop selling vintage, modified vintage and original products online. dailygeneral.com

Design brand identity, graphics and website. Shoot, style and edit all photography.

Manage company operations, including sales, advertising and finance.

10.06 – 02.07

WESTON GALLERY.
Product Design Intern +

A division of Wilton and Copco. Designs and manufactures home goods for Kmart, Target, and Walmart.

Designed product, package and signage concepts for new and existing kmart product lines.

Presented design concepts, researched and assembled trend materials for presentation to Kmart; designed and constructed presentation fixtures.

05.05 – 08.05

KIMBERLY-CLARK.
Product & Package Design Intern +

Global personal care brand that includes Kleenex, Huggies and Scott.

Designed neoprene packaging concept for Huggies gift set sold at Target and Walmart locations.

Designed products based on ergonomic data, generated concept drawings and functional mock ups.

Created packaging concepts for upstream products.

Coordinated with marketing and research to plan a consumer testing study for new packaging.

EDUCATION.

University of Illinois at Urbana-Champaign
BFA, Industrial Design
GPA: 3.76/4.0

SKILLS.

Softgoods +

Sewing, pattern making, pattern making for stretch fabrics.

Extensive knowledge of fabrics with a focus in sport, technical, and stretch fabrics. Knowledge of soft goods manufacturing methods, apparel history and construction methods.

Independently managing projects and corresponding with domestic and overseas manufacturers to source fabrics, create prototypes and oversee manufacturing and quality control.

Packaging & Graphic Design +

Designing packaging forms and graphics, company and product brochures. Preparing files for print and overseeing print production.

Designing trade booth environments and graphics, website and newsletter graphics.

Art Direction +

Concepting, managing and styling product photo and video shoots.

Maintaining brand consistency within graphics, product and lifestyle photos, trade booth, product styling, packaging and website.

Computer Skills +

Adobe Creative Suite, Microsoft Office, Wordpress/Content Management Systems