

# Liz Daily

INDUSTRIAL DESIGN & SOFT GOODS

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## Education

University of Illinois at  
Urbana-Champaign  
BFA, Industrial Design

## Skills

### Soft goods

Sewing, pattern making, in-depth  
textile knowledge, tech packs.

Knowledge of soft goods construction  
and manufacturing methods.

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

### Packaging & Graphic Design

Designing packaging forms and graphics.  
Preparing files for print and overseeing  
print production.

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

### Art Direction

Creating, managing and styling  
product photo and video shoots.

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

### Software

Adobe Creative Suite, Fusion 360, Clo3d,  
Marvelous Designer, Netfabb, Wordpress.

### Prototyping

3d body scanning, 3d printing,  
thermoforming

**Industrial Designer & Soft Goods** Freelance. 2011 – Present  
Design products for entrepreneurs, start-ups and design firms from  
concept to production.

Selected to exhibit at IDSA Women in ID show, work featured in  
Surface Magazine, Fast Company and Forbes.

### Lead Industrial Designer at Moji 2007-2011

Start-up specializing in warm up and recovery products  
for athletes.

Created heat and cold therapy products and compression wraps  
from concept to finished goods. Products carried at REI, featured  
in Wired, Men's Journal and Runner's World Magazine.

Drafted patterns for soft goods, built functional prototypes,  
sourced fabrics, corresponded with overseas and domestic manu-  
facturers. Conducted thermal testing to verify therapeutic benefit.

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

### Founder & Proprietor at Daily General 2011 to 2015.

Eponymous brand selling vintage, modified vintage and original  
products online.

Created brand identity, graphics and website. Shot, styled and ed-  
ited all photography. Managed company operations: sales, adver-  
tising and finance. Products featured on Remodelista, Refinery29  
and Apartment Therapy, sold on Fab.com.

### Product Designer at Weston Gallery 2006 to 2007

A division of Wilton and Copco.

Designed product, package and signage concepts for new and ex-  
isting kmart product lines. Presented design concepts, researched  
and assembled trend materials for Kmart.

### Product & Package Designer at Kimberly-Clark in 2005

Global personal care brand including Kleenex, Huggies and Scott.

Designed neoprene packaging case for Huggies gift set sold at  
Target and Walmart. Created products based on ergonomic data,  
generated functional mock ups. Designed packaging concepts for  
upstream products.