

# Liorah Wichser

## Skills

Graphic design and illustration

Website design & Front-End development

Consulting and training

Copy writing and editing

Account management

Community development

Grant and Proposal writing

Content creation

## Technical

WordPress + Divi

Google Suite + Analytics

PC and Mac platforms

Divi Pro

MS Office Professional Suite

Google Suite

Adobe Creative Suite CC

SharePoint

CSS, HTML5

## Education

2014 Graphic Design AAS: Spokane Falls Community College

2003 Fundraising Management Cert: University of Washington, School of Business

1998 Graphic Design Coursework: School of Visual Concepts, Seattle

1993 Fine Art Classes: Art Students League, New York

## Affiliations

North Monroe Business District Board - Communications Director

Grace Alliance School - Graphic & Web Design Instructor PT

Liorah Wixer (Wichser)

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Online Portfolio »

Recent Work »

### Principal and Lead Designer, Blue Tiger Studio 2014 - Current

Working closely with clients to create beautiful, meaningful and useful websites, graphic design and unique solutions to digital marketing.

- Website design, front-end web development, e-commerce, server work, online forms, directories, calendars, and other systems for business.
- Graphic design for digital and print media, packaging, logo & brand.
- UX Designing for best user experience and usability design.
- Copy writing for articles, blogs, and social media.
- Analytics report generation, SEO, hit tracking.
- Managing contracts with multiple clients and vendors including state grants, and tribal contracts.
- Consulting and training for small businesses on digital marketing essentials. Classes were done online using Zoom.

### Corp Communications Specialist, Sterling Bank, Spokane 2007 - 2012

Internal corporate communications on a SharePoint intranet site used by bank branches across five states. Primary communications contact for 12 departments. High daily production.

- Published daily news and announcements online for all bank employees using a Sharepoint intranet system.
- Technical writing: wrote and edited instruction manuals and corporate documents. Updated and maintained internal forms and manuals online.
- Planned strategic communications with subject matter experts.
- Designed graphic illustrations, executive training booklets, marketing campaigns, newsletters and award icons.

### University of Washington

#### DEVELOPMENT AND OUTREACH COORDINATOR, UW DEPT. OF BIOLOGY, SEATTLE 2004 - 2007

Fundraising and donation officer for students, faculty and programs at the Department of Biology. Implemented new programs, systems and procedures to increase alumni participation and general public interest in biology.

- Raised annual totals of \$650K and led the establishment of 10 endowed funds over \$25K. Brought in one major gift of \$2million. Planned annual giving solicitations, special campaign initiatives and donor stewardship.
- Lead special events, public meetings, focus groups.
- Designed, edited and published annual newsletters — 5000 printed copies mailed internationally, and quarterly e-mail news.
- Designed marketing materials, web pages, posters for events and lectures. Marketed through targeted mailings and emails.

#### DEVELOPMENT ASSISTANT, UW COLLEGE OF ARTS & SCIENCES, SEATTLE 2001 - 2004

Executive administrative assistant to Director of Development and Major Gifts Officer for the Natural Sciences Division. Coordinated successful fundraising for major gifts above \$25K.

#### WEB EDITOR, UW COLLEGE OF ENGINEERING, SEATTLE 1999 - 2001

UW ECSEL Program web site development for the UW Engineering Coalition of Schools for Excellence in Education & Leadership (ECSEL) program.