

Litsa Tzotzolis

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Experience:

Accenture San Diego, CA

Jan 2022 – present

Graphic And Visual Design Specialist

Branding and Visual Theme Concepting:

- Creates engaging visual concepts and supporting graphics aligned with brand standards and the selected theme.
- Collaborates with deal teams to gather insights about clients, markets, and win themes, establishing impactful visual concepts.
- Engages in consultative collaboration with the deal design lead and internal design groups for cohesive and effective design solutions.
- Implements the latest creative trends impacting proposal design, emphasizing innovation and brand consistency.
- Utilizes page layout design and consistent formatting to visually enhance content while complying with client-specific requirements.

Communication, Collaboration, and Training:

- Manages all visual materials, including proposals and presentations, for both digital and print production.
- Collaborates with other graphic designers within the team on larger-scale assignments, fostering effective teamwork.
- Highlights key messages, data, and differentiators using charts, icons, imagery, illustrations, and infographics for enhanced visual communication.
- Transforms complex raw content into compelling graphic visualizations, simplifying understanding and aiding effective communication.
- Reviews, understands, and applies client formatting and submission requirements for tailored and effective solutions.
- Implements Accenture Brand Guidelines, ensuring consistent visual representation and brand integrity.
- Trains new joiners in Accenture processes, introducing them to our graphics team channels, and familiarizing them with the location of brand assets.

San Diego County Water Authority San Diego, CA

Aug 2017 – Dec 2021

Public Affairs Representative, Graphic Design

Branding:

- Developed and managed a comprehensive brand style guide to ensure a consistent and cohesive visual identity.
- Implemented an intranet page for staff to access and download branded items, including logos, themed PowerPoint templates, and Word templates.
- Established yearly timelines for marketing materials, publications, and branded PowerPoint templates for various events and speakers.

Graphics:

- Produced diverse collateral materials for outreach programs, encompassing reports, fact sheets, brochures, posters, infographics, and digital designs.
- Generated graphs and charts in Illustrator to support outreach program objectives.
- Created and edited graphics and photos for both print and digital use across websites and social media.
- Developed illustrations and graphics for presentations, ensuring visual effectiveness and alignment with branding.
- Crafted logos and icons to reinforce and enhance brand identity.

Image Management:

- Categorized and tagged 500+ images in Lightroom.
- Used SmugMug to create a searchable website for images based on tags that were implemented.

Web Design:

- Undertook the design and maintenance of webpages to optimize user experience and uphold branding standards.
- Utilized HTML and CSS hand coding to address errors in the annual online report.
- Managed the SharePoint interface to facilitate a user-friendly online environment.

Training:

- Created training materials for staff on various software applications, including Adobe InDesign, Illustrator, Photoshop, Dreamweaver, web, and SharePoint.
- Delivered effective training sessions to staff on Adobe InDesign, Illustrator and Photoshop.

Video Production:

- Edited videos and created branded videos in Adobe After Effects.

San Diego State University San Diego, CA

Feb 2014 - Aug 2017

Media Content Designer and Developer**Website and Print Material Management:**

- *Website Lead:* Managed the design and upkeep of the Division of Undergraduate Studies website.
- *Print Material Oversight:* In charge of all printed materials, ensuring compliance with university branding guidelines.
- *Brand Consistency:* Enforced university branding guidelines for a consistent look across materials.

Design and Communication:

- *Design Adviser:* Suggested and implemented design changes for events, aligning with evolving goals.
- *Communication Support:* Provided advice on effective communication and best practices.

Graphic Design and Print Production Lead:

- *Marketing Materials Coordinator:* Collaborated on creating and managing marketing materials for events.
- *Print Production Manager:* Oversaw the entire print production process, ensuring quality and brand consistency.
- *Multimedia Developer:* Created communication materials for both print and web.
- *Technical Design Support:* Provided technical knowledge for design and print processes.
- *Collaboration Liaison:* Worked with different departments for Division of Undergraduate Studies initiatives.

Technical and Training:

- *ADA Compliance Advocate:* Ensured ADA compliance for the website by addressing scan errors.
- *Educator/Trainer:* Taught CMS and Photoshop usage to faculty, staff, and students creating user-friendly training materials.

Communication and Representation:

- *Division Representative:* Attended weekly campus meetings, representing the Division of Undergraduate Studies.
- *Committee Contributor:* Shared updates with the Communications Committee.
- *Interview Panelist:* Participated in interview panels for ITS positions.

Elmhurst College Chicago, Illinois

Jan 2012- Feb 2014

Lecturer, Instructor, Web Design

- Instructed students in web design and art software (Adobe Creative Suite CS6). Demonstrated hands-on techniques (HTML, CSS) to build web pages and analyze results. Present w3c standards for web design and coding. Develop sites that can be viewed across various browsers and devices. Taught students how to integrate social media and websites to drive increased traffic.
- Led a class in developing promotional posters for museum exhibits at the Children's Museum of DuPage County.
- Demonstrated the importance of understanding the needs of business clients and end-users.
- Encouraged students to exhibit art work and enter contests.

INTERNATIONAL EXPERIENCE:

The American University of Rome Rome, Italy

Mar 2009 – Jul 2010

Consultant For Web Design & Publications

Marketing & Communications: Collaborated with faculty and researchers from several countries (Belgium, Sweden, Finland, Mexico, and the U.S.) in designing website updates and related communications projects. Designed advertisements in Italian and English to recruit students and employees. Created dual-language marketing collateral. Managed production of print materials that included brochures and handouts of presentations. Recruited new students from international high schools. Guided staff in producing email blasts and other documents.

- Conceived, researched, and implemented a new online communication strategy that included flipbooks, video, testimonials, and an interactive map.
- Stylized Web Portal for the University with the university's brand standards by using CSS style sheets.
- Assembled and laid out a 200-page catalog that required strict attention to detail
- Developed an e-brochure and print brochure to promote a seminar for university professors who teach Italian.
- Created panoramic photographic images used in advertising.

Web Design: Analyzed metrics in Google Analytics and produced reports for management. Updated web pages and graphics to increase traffic. Revised metadata to make sites more searchable.

