

ELIZABETH ZONARICH

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Graphic Designer

[LinkedIn](#) | [Portfolio](#)

SUMMARY

As a graphic designer and graduate student at Harvard Medical School in the Master in Medicine, Media, and Health program, personal and professional purpose is found in improving the lives of others. With a focus on the underserved and underrepresented populations in healthcare, design work is centered on bridging a gap between dense health information and general understanding by designing inclusive and accessible visuals. Further, the craft of storytelling in healthcare studied at HMS, has defined a career interest in global health and social medicine; specifically, using the art of communication and the creativity of design to make a positive impact on the health of others.

SKILLS

Skills: Digital Design, Print Design, Visual Branding, Visual Storytelling, Infographics, Illustration, Iconography, Motion Graphics, Web Design, UI/UX Design, Design for Accessibility, Social Media, Marketing, Communications, Ethnographic Research, Collaboration, Leadership, Project Management, Video Editing

Tools: Adobe Creative Suite (InDesign, Photoshop, Premiere Pro, Illustrator, Adobe XD), Microsoft Office, Figma, OneDrive

Additional Skills: Multilingual Designs, Educational Designs, Government Agency Work, Global Conference Organization/Management, Fundraising, Crisis Management, Grant Experience, Global Work Experience

EDUCATION & CERTIFICATIONS

Harvard Medical School | Boston, MA

Expected 2023

Master in Science in Medicine, Media, and Health | GPA: 4.0

- **Relevant Coursework:** “Who Lives, Who Dies, Who Cares: Reimagining Global Health,” Introduction to Social Medicine: Methods and Practice, Illness Narratives, Storytelling Methods to Promote Health and Well-Being, Gender and Health: Introductory Perspectives, Opinion Writing for Science and Medicine
- **Thesis:** Enhancing Adolescent Mental Health Screening and Education Through Visual Design
- **Activities & Honors:** Dean’s Scholarship for Harvard Medical School Master’s Students

Georgetown University | Georgetown, DC

August 2022

Master’s of Art in Design Management and Communications | GPA: 4.0

- **Relevant Coursework:** Visual Communications, Design Management and Strategy, Design Thinking, Design Leadership, Ethical Design, User Experience Design, Business Communications
- **Thesis:** Marketing Strategy to Promote Health and Wellbeing for Healthcare Workers
- **Activities & Honors:** *Summa Cum Laude*, Apprenticeship in Teaching, Georgetown Cartier Marketing and Design Challenge - *Winner*

Elizabethtown College | Elizabethtown, PA

December 2020

B.A Graphic Design and Communications with Concentration in Public Relations/Art History Minor | GPA: 3.89

- **Relevant Coursework:** Advanced Digital Arts, Graphic Design, Visual Communications, Multimedia Communications, Color and Design Theory, Topography/Text Art, Designing for Web/Social Media, Public Relations, Organizational Communications, Marketing, Communications Law, Multicultural Communications, Media Writing
- **Thesis:** “The Transformation of Visual Messaging to Convey Health Information in the Time of Pandemics”
- **Activities & Honors:** *Magna Cum Laude*, Inspiration Award for Excellence in Art History, Etown “Creative While Quarantined” Contest - *Graphic Design Winner*, Communications 2020 Outstanding Student Award, Enrichment Grant for Research in Art History at the Louvre Museum, National Leadership and Success Society, Emergent Scholar, Betty Kaylor Communications Scholarship, Alpha Lambda Delta Honor Society, Mosaic Scholar

PROJECTS

Master’s Capstone: Health and Wellbeing Marketing Campaign | *Georgetown University* | [Project Link](#)

- **Key Skills & Tools:** Print Design, Digital Design, Marketing Strategy, Ethnographic Research, Adobe Creative Suite, Microsoft Office, Canva, Social Media, Hootsuite
- Created a marketing campaign connecting health care workers to services, to improve their health and wellbeing

- Developed a cohesive design strategy to include: mood board, print flyers, social media templates, website

COVID-19: Public Health Messaging Strategy on a College Campus | *Elizabethtown College* | [Project Link](#)

- *Key Skills & Tools:* Event Planning, Digital Design, Infographics, Illustration, Project Management, Social Media, Ethnographic Research, Adobe Creative Suite, Canva, Microsoft Office
- Increased education and awareness of Elizabethtown College's regulations to prevent the spread of Covid-19
- Utilized style guide to design visual messaging (print/digital) and planned event to reinforce health messaging

PROFESSIONAL EXPERIENCE

Owner, Designer | *Zonarich Designs* | Boston, MA *Oct. 2021-Present*

- Formulate/manage marketing strategies, branding, materials, and website redesigns to increase business for established companies and new companies, by improving communications with current clients and new clients
- Create graphics/illustrations in 24 chapters of an academic textbook written by linguists to teach language learning strategies to be implemented in classrooms
- Design logos, print materials, and social media templates to increase visual brand recognition for businesses and organizations to engage stakeholders

Graphic Design Assistant | *Office of Public Affairs, Georgetown University* | Georgetown, DC *Apr. 2021-Sep. 2022*

- Provided designs to enhance logo, annual reports, educational modules, social media templates, iconography and illustrations for The Berkley Center and Office of Global Engagement to represent the university's brand
- Implemented visual branding according to the style guide through digital and print design projects for Georgetown University to communicate consistent brand messaging with stakeholders
- Wrote accessibility guidelines for Design Assistants to follow while creating designs that maintain uniformity across all Georgetown University websites

Graphic Designer | *Department of Linguistics, Georgetown University* | Georgetown, DC *Jan. 2021-Sep. 2022*

- Created and administered social media/website for a global conference to communicate with 214 attendees
- Managed registration for event and engaged with participants, plenaryists, and panelist, raising \$6,000
- Developed training, online conference systems, and managed presentations to create seamless presentations
- Wrote reports utilized by government agencies to develop secure systems for C-test storage for databases

Student Graphic Designer | *Marketing/Communications, Elizabethtown College* | Elizabethtown, PA *Jul. 2019-Dec. 2020*

- Created digital/print media for college admission sessions and campus digital boards to communicate events
- Completed assigned projects independently according to specifications set by department in timely manner

Graphic Design Intern | *The Ehlers-Danlos Society* | Baltimore, MD/London, England *May-Aug. 2018, Jun.-Aug. 2020*

- Collaborated on visuals with communications/marketing director of international medical society to increase awareness and understanding for patients and healthcare professionals and promote fundraising efforts
- Prepared graphics and documented patient stories at international conferences with over 500 attendees to increase support, awareness, and empathy through storytelling