

LIZA BATTESTIN

DESIGN RESEARCH AND STRATEGY

PERSONAL PROFILE

Strategist and researcher by passion, bilingual by chance. Forever curious about people, cultures and food.

AREAS OF EXPERTISE & SKILLS

- Business Development, Strategy, Branding, Design Thinking, Behavioral Science
- Affinity Diagramming, Consumer Insights, Contextual Research, Cultural Inquiries, Interview Methods, Prototyping, Rapid Ethnography, Service Design Blueprints
- Workshop Facilitation, Concept Development, Project Management, Strategic Planning, Storytelling, Visual Communication
- MS Office, Keynote, InDesign, Illustrator, Photoshop, Keynote, Microsoft Office Suite, Mac and PC OS
- English (Native), French (Fluent)

PROFESSIONAL EXPERIENCES

COLLABORATE UP

Workshop Design and Facilitation | Present

- Conducting and hosting workshops in conjunction with CollaborateUp and other organizations
- Facilitation of workshops through organization, pre-meetings, notes, and slide creation

IMPROOV DESIGN

Design Researcher and Strategist | 2018 - Present

- Conducting market research to create visual identity and website for Rosella Sushi
- Creating visual identity and marketing plan for private dinner club in Dallas
- Producing brand and visual identity for e-commerce site for a ceramic artist in Lafayette
- Designing and facilitating a workshop with young health and wellness professionals on how to build personal brand in New Orleans

SCAD LACOSTE

Exposition Coordinator of L'Esprit du SCAD and Creative Facilitator | 2019

- Helping design and facilitating design sprint challenge on the future of sustainability with both industry professionals and SCAD students
- Installing student fashion exhibition as well as maintaining the galleries, creating weekly reports, working as a brand ambassador for SCAD to explain history of school and Lacoste

ECOLE BILINGUE DE LA NOUVELLE-ORLÉANS

Assistant Maternelle + Secrétaire de Direction | 2011 - 2016

- Two years working solely in French language for childhood development
- Copywriting included principal's letters to the board, emails to staff and parents, media releases, and weekly newsletters to community
- Organized school events, after school activities and fundraisers
- Updated auction to online for school fundraisers- increased revenue by 1.2%

GET IN CONTACT

lbattestin@gmail.com
www.lbattestin.com
+1 337 263 2557

EDUCATION HISTORY

SAVANNAH COLLEGE OF ART AND DESIGN (SCAD)

Master of Arts, Design Management, 2018

- Design Management Student Rep
- Design Research and Strategy Club
- Achievement Honors Scholarship
- Graduate Academic Honors Scholarship

UNIVERSITY OF ARIZONA

Bachelor of Arts, Art History, French, Photography. 2010

- TOMS One Mile Barefoot Walk with SIFE
- Dean's List

NOTABLE PROJECTS & INTERESTS

- IDEO U Advanced Design Thinking Certificate: Human Centered Service Design | 2019
- SCAD Crosswalks Design Symposium | May 2018
- Marketing and Communications Intern for FAIRE Press Magazine | Winter 2020-2021
- Traditional Photography (35mm and 120mm)