



Mary Elizabeth Black

GRAPHIC DESIGNER AT
MIZBLACK DESIGN

Working as a creative partner in all aspects of visual communication and design management — bringing brands, editorials, products and visual identities to life through thoughtful print and digital implementations, tailored to each brand's aesthetics and tone of voice.

Born and raised in Finland (b. 1985, given name Maria Elisabet Lukkarinen), studied graphic design in the Czech Republic, currently residing in Hamburg, Germany... and always on the mission to bring more design & visual flair into the world.

EDUCATION

2009-2010

Bachelor of Arts (Graphic Design), First Class Honours. Teesside University, UK in cooperation with Prague College, Czech Republic.

2007-2009

HND Graphic Design (Higher National Diploma). Prague College, Czech Republic.

2001-2004

Visual Artisan

Vocational qualification in Media and Visual Expression, major in photography. Kouvola Region Vocational College, Fine Arts and Media Unit, Finland.

TOP SKILLS

Graphic design
Editorial design
On-brand design
Visual identities
Web design
Digital marketing
Digital art
Illustration
Photo edit/retouching
Project management

KNOWLEDGE ALSO IN

Art direction
Animation
Generative AI
HTML/CSS
Photography
Video editing

WORK EXPERIENCE

2014-

FREELANCE GRAPHIC DESIGNER

MIZBLACK Design. Hamburg, Germany.

Print and digital designer for a global clientele from creative marketing agencies and publications to companies and businesses in fields such as technology/software, professional services, fashion and lifestyle, culture, travel and gastronomy. Key responsibilities and deliverables:

- **Development of print/digital collaterals** based on project brief and their thoughtful and cohesive application in different formats
- **Project management and communication** with the client/teams to ensure that deadlines are met and the designs reflect their needs and goals aesthetically, communicatively and practically
- **Analysis** of target audience, current market & trends
- **Current clients include for example** International Association of Sound and Audiovisual Archives, ORIGIN Magazine, Pipe Lighting (Film/TV lighting manufacturer), Mission Female (Career network)
- **Print:** brochures, booklets, magazines, packaging, exhibition booths, banners/billboards, posters, flyers, labels, stickers, stationery
- **Digital:** eBooks, presentations, display ads, email banners, social media graphics, iconography, infographics, web design

2010-2014

LEAD GRAPHIC DESIGNER & PROJECT MANAGER

Lime&Tonic. Prague, Czech Republic.

A social concierge platform providing curated experiences in cities across the globe. Key responsibilities:

- Development of the visual identity and an array of print and digital work — from print banners, advertising and brochures to display ads, social media graphics and web design.
- Project management of the experience creation process; working with copywriters, photographers and other team members to promote and launch new experiences in timely manner and ensuring that the tone of voice and designs are consistent with the brand identity and mission.

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CONTACT

MIZBLACK.COM

PORTFOLIO

COURSES/TRAINING

10/2024 -

Adobe Premiere Pro Essentials Training Course. Video editing training. Udemy.

03/2024

Adobe Firefly & AI Art Generation Course. Text-To-Image 2, Generative Fill, Text Effects, AI Art Generation, ChatGPT. DFA Course Academy.

TECH SPECS

Graphic design tools

Adobe Photoshop, InDesign, Illustrator, Firefly, Premiere Pro, Lightroom, Figma, Canva

Web development/CMS

Wix, Squarespace, Weebly, WP

Other

PowerPoint, Google Slides
Other Microsoft/Google core apps
Analog & digital cameras

LANGUAGES

■■■■■ Native Finnish, English
■■■■■ German

WORK EXPERIENCE

2009 (AUG - SEP)

GRAPHIC DESIGN INTERNSHIP

Juiced Creative design studio. Prague, Czech Republic.

The role was to work closely with the creative director and other interns to design and produce print work for various clients, projects ranging from booklets to visual identities and stationery.

2009 (APR - JUL)

EDITORIAL DESIGN INTERNSHIP

Lifestyles Magazine. Prague, Czech Republic.

Editorial design, cover design, photo research and -retouching.

2009 (APR - JUL)

EDITORIAL DESIGN INTERNSHIP

InStyle Magazine. Prague, Czech Republic.

Editorial design, replication of layouts from the U.S. issues, photo editing and -retouching and trend/celebrity research.

2005 - 2006

ART TEACHER AND EVENT ORGANISER

MUDDUM Art Space. Prague, Czech Republic.

European Voluntary Services programme, responsibilities including leading multiple painting classes, assisting teachers at pottery classes and organising art exhibitions, film festivals and other cultural events.