

Elizabeth Goodspeed

Education

BROWN RISD DUAL DEGREE PROGRAM—MAY 2016

BA in Cognitive Science from Brown University and BFA in Graphic Design from RISD through five year joint program.

COOPER UNION CONDENSED TYPE PROGRAM—SUMMER 2017

Student in Cooper Union's intensive type design program. Enrolled in additional Type@Cooper classes in calligraphy, script, hand-lettering and sign-painting.

Writing

AIGA EYE ON DESIGN; [Columnist](#)

SHAPING DESIGN; [Columnist](#)

FRERE-JONES TYPE; [Designing Community Gothic](#)

Speaking

CREATIVE WORKS; Main Stage Speaker—Memphis, October 2022

FORUM; Keynote Speaker—Montreal, July 2022

OCADU, PARSONS, RISD, SHILLINGTON, SVA, WASHU AT ST. LOUIS;
Guest Lecturer/Critic—2021, 2022

ADOBE, CHOBANI, DROGA5, MANREPELLER, TWELVE, STINK STUDIOS;
Visiting Designer Lectures—2019, 2020, 2021, 2021

Teaching

RISD; DESIGN STUDIO 4
—SPRING 2023

Instructor for Junior-level design principles course.

PARSONS AT THE NEW SCHOOL; VISUAL LITERACY
—SPRING 2022, FALL 2022

Instructor, including full syllabus development, for graduate course introducing design topics to non-major students.

HYPERLINK; [ARCHIVING AS A CREATIVE PRACTICE](#)
—MAY TO JULY 2021

Instruction, including full syllabus development, for course on practical and experimental archival techniques.

Contact

Providence, RI & Brooklyn, NY
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Work Experience

INDEPENDENT DESIGNER & ART DIRECTOR
—JANUARY 2020 TO PRESENT

Full service creative working independently with brands and design studios. Disciplines include brand identity, art direction, editorial design, and packaging design, as well as brand strategy, writing, and naming.

Clients include: Google, HBO, Harry's Razors, Medium, PAX, Phaidon, REI, Spotify, The New Museum, The Soane Foundation, Ulla Johnson, Verizon, and many other start-ups and new businesses. Studio partners include [Creech](#), [Gander](#), [High Tide](#), [Mythology](#), [Pentagram](#), [PG&Co](#), [Porto Rocha](#), [Red Antler](#), [RoAndCo](#), [The Working Assembly](#), and [Zero](#).

ROANDCO; SENIOR DESIGNER
—OCTOBER 2018 TO JANUARY 2020

Full-time designer providing a range of graphic design and art direction services, including brand identity, editorial design, art direction and packaging design within a small design team of five. Clients included Kin, MAC Cosmetics, Studio Museum Harlem, Century 21, TD Bank, First Aid Beauty, and many others. This role also included close collaboration with the strategy team on a variety of projects, including writing, copy-editing, and naming.

PENTAGRAM; FREELANCE → FULL-TIME DESIGNER
—SEPTEMBER 2016 TO OCTOBER 2018

Member of Michael Bierut's and Emily Oberman's teams at Pentagram creating work across a wide variety of media, including brand and identity design, signage, editorial design, web, art direction, motion, and more. Clients included Planned Parenthood, Verizon, Poetry Magazine, NYC Parks Department, Film Independent and the Film Independent Spirit Awards, Audible, AGBO Films, AIGA, and more. One of three primary designers for women's club The Wing, and member of the small team leading the creation, strategy, and layout of their new biannual magazine *No Man's Land*.

THE WHITNEY MUSEUM; FREELANCE DESIGNER
—JANUARY TO JUNE 2017

Designer in the Whitney Museum Design Department. Assisted on print publications & guides, web content, exhibition signage, and product design for the Museum as a whole, as well as for the 2017 Whitney Biennial.