

ELIZABETH PUETZ

SENIOR VISUAL & PRODUCT DESIGNER

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PROFESSIONAL PROFILE

Senior Visual & Mid-level Product Designer with over 12 years of experience in branding, web, app, and UX/UI design for a diverse clientele. Skilled in elevating brand presence and enhancing user experiences through thoughtful, impactful design. Proven track record of leading a cross-functional design team, fostering creativity and professionalism, and managing projects from concept to completion on time and within budget.

SKILLS

UX/UI & Product Design	Creative Leadership	Responsive Web Design	Content Creation
Branding Expert	Art Direction	Animation	Marketing
AI Prompting	HTML/CSS	Critical Thinking	Problem Solving

DESIGN TOOLKIT

Adobe Suite	Figma	Sketch	WordPress
After Effects	Premier Pro	AI	

PROFESSIONAL EXPERIENCE

Sounds True One | Lead Visual Designer, Product Designer & Animator June 2022 – Present

- Prototype low-to-high fidelity wireframes to address complex, high-priority business problems.
- Receive design feedback and understand user needs.
- Generate ideation solutions to improve product designs.
- Produce visual designs from concept to delivery.
- Create visual design documents, including design systems, mood boards, storyboards, creative briefs, animations, video graphics, iconography, illustrations, and layouts for the ST1 app platform & premium shows.
- Develop the ST1 platform as a distinct subset of the Sounds True brand, ensuring a unique and cohesive look.
- Oversee all freelance support, providing feedback and managing workloads.
- Act as the point of contact for all matters regarding Sounds True One and Sounds True brand.

EP Creates | Freelance Senior Visual & Product Designer May 2017 – Present

Sounds True | Lead Visual Designer Feb 2020 – June 2022

- Led a B2C digital design team, providing creative feedback and art direction.
- Conceptualized & rebranded Sounds True, creating a comprehensive brand book.
- Redesigned the Sounds True e-commerce website, integrating new branding while transitioning to Shopify 2.0.
- Designed senior-level web products to meet various requirements.
- Managed schedules, workloads, and delegated departmental requests.

- Acted as the point of contact for web design and the Sounds True brand.
- Collaborated with the Creative Director, Marketing, and Development teams to train and coordinate freelancers, improving our design process.

Sounds True | Senior Web Designer

Jan 2017 – Feb 2020

- Interpreted client specifications and identified website user requirements
- Created timeframes and work schedules to meet deadlines
- Defined comprehensive brands for the B2C online course division
- Communicated effectively and created strong professional relationships with clients and teams
- Conducted research and kept abreast of social media marketing trends
- Supervised junior visual designers and oversaw their work
- Designed marketing funnels, email, and social media (paid & organic) using best UX/UI and web/visual design practices

Morgan Branding | Graphic Designer

May 2016 – Jan 2017

- Designed, art directed, and coded emails and other marketing projects
- Illustrated concepts by designing and submitted them for approval
- Coordinated with other stakeholders, web designers, marketers, and colleagues as necessary
- Contributed to team efforts by accomplishing tasks as needed
- Communicated with clients about layout and design

Sounds True | Email & Web Graphic Designer

May 2014 – May 2016

- Designed and coded responsive email blasts/microsites
- Created landing pages via Magento, and other various web projects
- Helped the marketing team develop compelling graphics, logos, and branding for different events

Digital Brand Works | Graphic Designer

May 2014 – May 2016

- Designed graphics for PowerPoint presentations, web, email, online marketplaces (such as Amazon, eBay, Rakuten), blogs, social media, retargeting ads, infographics, flyers, & video.
- Product photographer & editor shooting product shots for eCommerce websites
- Magento back-end eCommerce merchandiser

EDUCATION

BFA in Graphic Design | Columbia College

Chicago | Sep 2007 – May 2011

PROFESSIONAL DEVELOPMENT

UX: Interaction Design | Design Lab

Online | 2018

DEI Foundations Course | TMI Academy

Online | 2021

Principles of Animation (Animation Bootcamp) | School of Motion

Online | 2022