



Elizabeth Puetz

SENIOR VISUAL DESIGNER.

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CORE SKILLS & COMPETENCIES

Team Leadership

Project Management

UX/UI Design

ADA Compliance

Branding Expert

Prioritization and Multitasking

Problem Solving

Client Relations

Creative Leadership

Responsive Web Design

Direct Marketing

Art Direction

Prototyping

Motion Graphics

Planning And Organization

Collaboration Skills

Effective Communication

Strong Interpersonal Skills

Career Summary

Enthusiastic and creative senior visual designer with extensive experience in branding and marketing. Dynamic team player and innovative professional offering excellent collaborative and interpersonal skills. Exceptional communicator determined to complete all projects within budget and promptly. Adept at working with cross-functional teams and key stakeholders to maximize business opportunities. Detail-oriented creator adapted to working in fast-paced business environments. Seeking to leverage exceptional knowledge of UX/UI and web/visual design in a senior visual designer position.

Experience

SOUNDS TRUE

Lead Visual Designer | 2020 - Present

- Manage a B2C digital design team (two full-time designers and a handful of freelancers) and provide creative feedback and art direction for their work
- Design new products and advertisements and communicate with clients to ensure that we're meeting their goals and requirements fully
- Develop new website design templates, wireframes, create storyboards, visual mockups, and produce professional visual presentations
- Oversee schedules, workload and delegate changes or new projects coming into the department
- Generate reports on the progress of the assigned projects and present results to management
- Built a network of freelance designers
- Work closely with the Creative Director, Marketing and Technical teams to train and coordinate multiple design freelancers and work on the improvement of the whole design process
- Act as point of contact for all matters regarding web design or the Sounds True brand
- Improve team's creative work using expert knowledge of UX/UI and web/visual design
- Design, create & maintain senior-level web content to meet marketing requirements
- Understand, create, update and represent the brand for all of Sounds True's digital channels



Experience Continued

SOUNDS TRUE

Senior Web Designer | 2017 - 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 | 2016 - 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 | 2014 - 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

EDUCATION

BFA Graphic Design
Columbia College Chicago
2007 - 2011

TRAINING

DEI Foundations Course
UX/UI Interaction Design Course

DESIGN TOOLKIT

Adobe Creative Suite
Sketch
InVision
WordPress
HTML/CSS
After Effects (Learning)

MAJOR CLIENTS

Sounds True
Eckhart Tole Teachings
New Harbinger
Books-A-Million
2nd & Charles
Hitachi Solutions
Andrisen Morton
Mesinger Jet Sales

* REFERENCES ARE
AVAILABLE UPON REQUEST