

Liz Slome

Work Experience

Freelance Designer, Lightboard, Inc

NYC | Sept 2023 - Present

- Developed white-papers aligning with brand standards for 6 different clients
- Engineered and delivered 7 detailed e-books, each between 10 to 15 pages
- Mocked-up attention-grabbing email headers & web banners that contributed to a 15% rise in lead generation
- Led the creation of customized government contract presentations, emphasizing value proposition and ROI

Senior Digital Designer, Bed Bath & Beyond

NYC | May 2022 - Aug 2023

- Developed responsive layout & wireframes of 4+ email campaigns
- Collaborated with design team to develop new, and enhance existing, wireframes for mobile responsiveness
- Designed and implemented compelling web and email banners for more than 10 promotional events
- Spearheaded the design and production of 10+ in-store signage displays, aligning with seasonal promotions and product launches
- Directed the creation of visually appealing and targeted social media content that drove an increase in website traffic

Senior Graphic Designer, Goodr

Los Angeles | Dec 2017 - Mar 2022

- Directed the implementation and ongoing maintenance of a brand redesign initiative
- Crafted data-driven design variations for A/B testing, leading to a surge in website traffic
- Designed B2B & B2C launch assets such as, google banner ads, social media banners, Instagram stories & emails
- Conceptualized, designed, and delivered assets for multimedia projects, including animations and videos
- Conceptualized and executed 30+ sunglass and packaging designs, aligning with brand identity and specialty launch concepts
- Developed 3D renderings & mock-ups using KeyShot
- Orchestrated the production and design of 20+ visually captivating trade show and event assets

Graphics & Production Manager, Real Estate Wealth Expo

Los Angeles | Dec 2016 - Dec 2017

- Designed & launched a \$250,000+ advertising campaign
- Created & managed outdoor advertising in LA, Chicago, Dallas, & Toronto including digital & print billboards
- Produced & designed print advertising including magazine ads, direct mailers & flyers

Freelance Graphic Designer, Perkins + Will

Los Angeles | Oct 2016 - Dec 2016

- Prepared & laid out 200+ pages of RFPs & RFQs
- Collaborated with other designers to create 3 visually appealing brochures
- Produced high-quality presentation materials, including PowerPoint slides and boards

Contact

New York City
516-680-9171
lizslomedesign@gmail.com

portfolio: lizslomedesign.com
[linkedin.com/in/elizabethslome](https://www.linkedin.com/in/elizabethslome)

Software & Skills

Figma, Sketch, Adobe Creative Suite (Illustrator, InDesign, Photoshop, Workfront), KeyShot, Keynote, Microsoft PowerPoint, Google Slides, Shopify, Miro, Asana, Slack, Canva

Wireframing, White-paper layout, Illustration, Typography, Iconography, Content Creation

Education

University of Maryland, College Park
B.A. in Studio Art - Concentration in Graphic Design
Minor in Spanish Language & Culture

Other

Figurative acrylic painter
Can name every country
Half marathoner