

Elissa Light

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DESIGN

UX/CX
Digital Marketing
Web Design
Wireframing/Prototyping
Print & Packaging
Creative Strategy
Branding
Art Direction
Photography
Typography

SOFTWARE

Adobe Creative Suite
Figma, Sketch
Wordpress, Wix
Squarespace, Shopify
Sailthru
Final Cut Pro
Canva
Invision
Microsoft Office
HTML & CSS
Wrike, Basecamp

SKILLS

Human-Centered Design
Design & User Research
Team Leadership
A/B testing
Analytics
Communication
Marketing Strategy
Critical-Thinking
Attention to Detail
Problem Solving
Project Management
Product Development
Creating & Implementing SOPs

EDUCATION

Google UX Design Courses
Coursera

Masters Degree in Graphic Design
Florence Institute of Design
International
Florence, Italy | 5/2015

Bachelors Degree in Graphic
Design
University of Central Florida
Orlando, FL | 5/2002

SUMMARY

As a human-centered designer, I love to create enjoyable experiences for people with products that are seamless, accessible, and intuitive. I bring over 20 years of varied experience in UX/CX Design, Art Direction and Graphic Design. By utilizing research, data-driven insights, and design principles, my passion lies in connecting with users and prioritizing their needs to deliver outstanding seamlessly designed experiences that drive sales and foster customer loyalty. I thrive in collaborative environments, working closely with cross-functional teams to ensure that the user and business needs are at the forefront of design decisions.

EXPERIENCE

It Works! Global | Palmetto, FL
CX Design Manager | 3/2022 - Present

- Conduct UX research to support design decisions, including user personas, surveys, competitive analysis, journey mapping, A/B testing, and usability studies.
- Create strategies, wireframes, and design assets for campaigns, websites, landing pages, and paid ads, with a mobile-first and responsive approach to ensure optimal performance across devices.
- Collaborate with CRM and Lifecycle Marketing Manager to establish and maintain a comprehensive customer journey map that aligns with business goals and increases customer engagement.
- Foster cross-functional collaboration with Creative, CRM, UX, Marketing, Product Managers, Copy, and Developers to ensure seamless integration of customer-centric design solutions that meet both user needs and business objectives.

Design Manager | 4/2018 - 3/2022

- Led end-to-end design of packaging and marketing campaign projects, overseeing both print and digital projects, including photography, to ensure timely completion and budget adherence.
- Successfully managed and mentored a team of full-time and freelance graphic designers, optimizing their performance and productivity.
- Collaborated cross-functionally with various departments as part of the Product Business Unit, contributing to the successful execution of rebrands and new product launches to achieve company-wide goals.

Kikkerland Design | New York, NY

Art Director | 3/2016 - 1/2018

- Successfully developed and executed innovative and visually-compelling creative concepts for various media, including print, digital, and social media.
- Strong skills in art direction, visual design, and layout, with a keen eye for aesthetics, composition, and typography.
- Experience in leading and managing creative teams, providing creative direction, mentoring junior team members, and proven ability to foster a collaborative and inclusive work environment that inspires creativity and maximizes team performance.
- Skilled in crafting unique and memorable brand experiences that align with business objectives and resonate with target audiences, resulting in increased brand recognition and customer engagement.

Bytech, Intl | Brooklyn, NY

Graphic Designer | 11/2015 - 3/2016

- Designed packaging, products, and marketing materials for wireless and mobile device accessories, resulting in visually appealing and consumer-friendly product packaging and marketing collateral.
- Utilized photography skills to capture and retouch high-quality product images for use in packaging, sales presentations, and promotional materials, enhancing product presentation and driving sales.
- Created technical illustrations and drawings of products for factories, providing detailed visual instructions to ensure accurate production and manufacturing processes.
- Managed all phases of artwork, from concept development to final production, collaborating with overseas factories to ensure timely and accurate production of packaging and marketing materials, maintaining quality standards and meeting deadlines.

ASO Worldwide | Sarasota, FL

Senior Graphic Designer | 6/2006 - 8/2014

- Led and managed all aspects of design projects, from concept to completion, overseeing the daily production workflow of private label packaging, ensuring high-quality design deliverables and tight deadlines were met.
- Executed graphic projects, encompassing both digital and print mediums, resulting in visually compelling and effective design solutions that aligned with brand guidelines and marketing objectives.
- Utilized photography, retouching, and illustration skills to create visually appealing and engaging product imagery for use in packaging, marketing materials, and promotional campaigns.
- Provided mentorship, training, and counseling to a team of designers, fostering their professional growth, improving their design skills, and enhancing overall team performance.