

Liz Hall

Graphic Design & Art Direction New York, NY

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Education

PARSONS SCHOOL OF DESIGN

New York, NY
AAS Graphic Design
GPA: 3.8

TRINITY COLLEGE

Hartford, CT
BA Art History
BA Political Science
Minor, Classical Tradition
GPA: 3.7

Honors

PARSONS SCHOOL OF DESIGN

Dean's List

TRINITY COLLEGE

Esther and Lloyd Cooper Prize in Fine Arts
Ferguson Prize in Government

Skills

Adobe CC
Figma
InVision
Microsoft Office Suite
Google Suite
HTML/CSS

Experience

VICTORIA'S SECRET

ASSOCIATE CREATIVE DIRECTOR

AUG 2023-PRESENT

- Works with VP of Creative to concept seasonal campaigns, encompassing creative strategy, photoshoots, and graphic design to promote new collections and technology
- Collaborates upstream with cross-functional partners in marketing, styling, photo production, as well as downstream with print production and digital design to ensure effective conception and rollout of a campaign across all channels
- Manages large seasonal presentations to C-suite stakeholders to pitch, receive feedback, and get sign-off on big creative ideas

CUUP

DESIGN DIRECTOR

FEB 2023-AUG 2023

- Spearheaded post-shoot visual execution and planning of 2-5+ campaign rollouts across all channels per month
- Collaborated closely with cross-functional teams, including marketing, product development, and e-commerce, to align design efforts with business objectives and ensure consistent brand messaging
- Managed and mentors a team of 2 designers, fostering professional growth and enhancing performance

SENIOR DESIGNER

MAY 2021-FEB 2023

- Conducted quality assurance checks on all design deliverables across all channels to ensure accuracy, consistency, and adherence to brand guidelines
- Hired and managed a team of 2 designers, contributing to scaling the creative team 3x its original size

GRAPHIC DESIGNER

APR 2019-MAY 2021

- Responsible for execution of digital and print assets across all channels: packaging, organic social, paid social, website, email on a creative team of 2
- Assisted in the development of brand guidelines and ensured consistent application of the brand across various channels

VARIOUS CLIENTS

FREELANCE GRAPHIC DESIGNER

JAN 2018-PRESENT

- Freelance design direction and execution of packaging, marketing collateral, websites, organic and paid social, print assets
- Select clients: Reformation, HigherDOSE, Please Repeat