

Liz Labunski

Contact

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www.lizlabunski.com

Education

A.A.S. in Advertising Design
Fashion Institute of Technology, NY, NY.

Summary

Experienced in all aspects of art direction and graphic design, from concept through completion, across multiple channels of marketing, with a heavy emphasis on digital design, and Amazon A+ premium content design. Experienced in photo art direction, art direction and graphic design for ads, direct mail, presentation design, retail visual merchandising, and brand identity. Highly organized, with a flexible yet professional attitude. Detail and deadline oriented, with a knack for thriving in a fast paced and quick-turn environment. My technical skills include expert level ability in Adobe Creative Suite (PS, Illustrator, XD,) photo retouching/compositing/color correction, 3D rendering, as well as leading project and production management.

Experience

Labunski Studio - Charlotte, NC – 2/2020 to Present

Contract Freelance Designer Freelance creative design and production. All aspects of creative concept and design on a wide variety of projects and multiple national clients across all marketing channels, including Amazon+ Premium content, website design, digital banners, digital ads, digital annual reports, sales decks, social media design, e-commerce landing pages, mobile design, email design, 3D rendering, ads, brochures, magazine layout & design, catalog layout & design, billboards, signage, direct mail, logo design, and brand development.

Positec Tool Company - Contract Remote – 9/2022 to 7/2024

Digital Designer Designer with the in-house marketing team. Develop and maintain best-in-class Amazon A+Premium content and brand store product page content, across the full range of the manufacturer's products. Other heavily used skills include print design, web content, email design, photo retouching, 3D product rendering and placement plus photo compositing. Heavy use of Adobe XD, Illustrator, PhotoShop, and KeyShot 3D software, as well as proficiency in many project management apps such as AirTable, SmartSheets, and Asana.

Sage Tree LLC/Advantage Unified Commerce - Remote – 6/2021 to 9/2022

Digital Designer Designer on the digital shelf team. Develop and maintain best-in-class e-commerce product pages for Amazon, Target, Chewy, and InstaCart by leveraging Search Engine Optimization, enhanced content creation, and graphic design solutions to create seamless digital shelves, reason-to-buy, and a consistent brand experience, for a broad range of products and a wide variety of clients. Heavy client interaction and production/project management.

Belk, Inc - Charlotte, NC – 3/2017 to 2/2020

Senior Art Director, Brand Experience Lead designer on Belk's Marketing Brand Experience team. Responsible for the design, creation, and execution of the Belk brand's look and feel as it applied to all external marketing collateral, visual merchandising, special event promotion, major sales promotion, digital assets and corporate communications, ensuring consistency across all channels. Demonstrated leadership, creativity, aesthetic sensitivity, ability to multi-task, and project management.

Belk, Inc - Charlotte, NC – 3/2009 to 3/2017

Senior Art Director, Visual Merchandising Lead designer on the Visual Merchandising Team. Created, developed, and executed the store's visual presentation across all forms, fixtures, and signage to deliver a clean, consistent, well-designed brand and shopping experience for customers – for all of Belk's 300+/- stores. Ensured consistency in art direction and photography, as well as created and maintained a cohesive relationship between visual presentation, marketing channels, and corporate communications. Created an in-house art department, while managing and mentoring a junior designer.

Excellent references available upon request.