

Liz Labunski

Art Director | Digital Graphic Designer

Contact

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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, Google ad design, email design, Amazon A+ premium PDP and digital shelf content design. Additional expertise in 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.

Technical Skills

Expert level proficiency in Adobe Creative Suite, Figma, photo retouching/compositing/color correction, 3D rendering, PowerPoint, and many project management apps, including Asana, SharePoint, Jira, Monday, and Airtable.

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 PDP 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

In-house designer on the marketing team. Developed and maintained best-in-class Amazon A+ Premium PDP content and brand store product page content, across the full range of the manufacturer's products. Other heavily used skills included 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.

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

Digital Designer

Designer on the digital shelf team. Developed and maintained best-in-class e-commerce PDP 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 - 3/2009 to 2/2020

Senior Art Director, Visual Merchandising and Brand Experience

For the first half of my career with Belk, I was the lead designer on the visual merchandising team and later moved into their marketing department to the brand experience team. My combined experience at Belk included developing, creating, and executing 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. Later, in my role in the marketing department, I was responsible for the design, creation, and execution of the Belk brand's look and feel as it applied to all external marketing collateral, special event promotion, major sales promotion, digital assets, and corporate communications, ensuring consistency across all marketing channels. Demonstrated leadership, creativity, and aesthetic sensitivity. Ability to swiftly pivot priorities, multitask, and oversee complex project management.