

# LIZ LABUNSKI

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## EDUCATION

Fashion Institute of Technology, NY, NY. | A.A.S. in Advertising design

## PROFESSIONAL SUMMARY

Dynamic leader and innovator in both digital and print design, with a proven track record for elevating brand experience through strategic design and content creation. Expert-level proficiency in Adobe Creative Suite and project management apps like Airtable. Highly skilled at creating and organizing start-to-finish project workflows and mentoring junior designers. Committed to delivering impeccable work on a tight turnaround without compromising quality.

## EXPERIENCE

### **Positec Tool USA, Charlotte, NC**

#### ***Digital Designer – 9/2022 to 7/2024***

Digital Designer on the in-house marketing team. Developed and maintained best-in-class Amazon A+ Premium content, brand store product page content, and website content across the full range of the manufacturer's products. Other heavily utilized skills in this role included print design, email design, photo retouching, 3D product rendering and placement plus photo compositing. Proficiency in Adobe XD, Illustrator, PhotoShop, and KeyShot 3D software.

### **Sage Tree LLC/Advantage Unified Commerce, Remote**

#### ***Digital Designer – 6/2021 to 9/2022***

Digital Designer on the digital creative team. Developed and maintained best-in-class e-commerce client product pages for syndication with Amazon, Target, Chewy, and Instacart. Leveraged 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 direct client interaction. Impeccable production and project management skills.

### **Belk, Inc. Charlotte, NC**

#### ***Senior Art Director, Marketing Department – 3/2017 to 3/2020***

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**

#### ***Senior Art Director, Visual Merchandising – 3/2009 to 3/2017***

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 300 retail department 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.