

# Liz Labunski

Senior Art Director/Print and Digital Graphic Designer

## Contact

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704-491-5965  
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www.lizlabunski.com

## Education

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

## Summary

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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+ 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

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### **Positec Tool Company - Contract Remote – 9/2022 to present**

*Digital Designer* Designer on 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 for this role include print design, web content, email design, photo retouching, 3D product creation, and 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 eCommerce 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 management.

### **Labunski Studio - Charlotte, NC – 2/2020 to 6/2021**

*Owner, Freelance Design Studio* Freelance creative design and production. All aspects of creative concept and design for a wide variety of projects and clients across all marketing channels, including website design, digital banners, digital ads, digital annual reports, social media design, ecommerce landing pages, mobile design, ads, brochures, magazine layout & design, catalog layout & design, billboards, signage, direct mail, logo design, and brand development.

### **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 an in-house art department. Created, developed and executed the store's visual presentation packages across all forms, fixtures, and signing 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 in-store experience. Managed a junior designer and an in-house art department.

*Excellent references available upon request.*