

Liz Labunski

Senior Art Director/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, including digital web design, photo art direction and graphic design, for ads, direct mail, publications, retail visual merchandising, and brand identity/experience. Highly organized, with a flexible yet professional attitude. Detail and deadline oriented, with a knack for thriving in a fast paced environment. My technical skills include expert level ability in Adobe Creative Suite, photo retouching/compositing/color correction, as well as leading project and production management.

experience

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

Digital Designer Designer on the digital shelf design team. Develop and maintain best-in-class eCommerce product pages for Amazon, Target, Chewy, Instacart by leveraging Search Engine Optimization, enhanced content creation, and graphic design solutions for 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.

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 - 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 - 3/2017

Senior Art Director, Visual Merchandising Lead designer on the Visual Team. Created, developed, and executed the store's visual presentation 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.

Green Lizard Design - Charlotte, NC 8/2006 - 3/2009

Owner/Creative Director 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 national retail and trade ads, brochures, magazine layout & design, catalog layout & design, posters, billboards, websites, digital banners, signage, direct mail, logo design, and brand development.

Excellent references available upon request.