

ELIISA RAAB RESUME

Experience

ELIISA RAAB, NY USA January 2018 - Present

Art Director & Graphic Designer

CLIENTS: BLOCH INC., NEW YORK BLOOD CENTERS, TRUE CARE

- 360° Campaigns - Digital Marketing / Direct Mail / Posters / Brochures
- Catalogues

L'ORÉAL PARIS, NY USA June 2012 - May 2015

Art Director - L'Oréal Paris Haircare and Hairstyle

- Partner with marketing team to develop a long-term vision based on market trends, L'Oréal's métier and the brand's history
- Manage freelance designers to translate key initiatives into clear, concise, campaigns
- Provide conceptual problem solving and hands-on execution of primary & secondary packaging, gift-with-purchase, & instore displays and merchandising
- Work cross-functionally with product development & purchasing teams to produce materials on-time and within budget
- Accountable for scheduling, accurate art production, photo shoots, retouching, color approvals & press runs

MACDUX Australia 2005 - June 2011

Art Director & Graphic Designer

CLIENTS: AJF PARTNERSHIP, BBDO, BLOOM COSMETICS, CHE, GREY, KRAFT, WM&C SAATCHI, NOODLE BOX, OGLIVY MATHER, PUBLICIS MOJO, S&H, Y&R

- 360° Print Campaigns
- Art Direction Photography Shoots
- TVC Story Boards
- Front End Websites, Web banner ads
- Corporate Graphics, branding
- Point Of Sale
- Magazine and Press Ads
- Billboards, Outdoor Signage, Light Boxes
- Cosmetic Packaging

THE AD COMPANY Canada 2003 - 2004

Senior Graphic Designer

EYE WEEKLY Canada 2002 - 2003

Graphic Artist & Assistant Art Director

Education

Bachelor of Design (Graphic Design)

Swinburne University
National School of Design
Prahran, Victoria, Australia

Advanced Certificate of Applied Design

Royal Melbourne Institute of Technology
Carlton, Victoria, Australia

Computer Skills

Sound knowledge of:

- Mac OSX
- Adobe CC
Photoshop, Illustrator, Indesign,
- Microsoft Office

Also have understanding of:

- HTML - CSS

Referees

Amanda Cho - Executive Director, Creative
MAC Cosmetics
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Lauren Meyer - Director, Enterprise Marketing
New York Blood Centers 646 341 0106
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Angela Monteagle - AVP of Brand Marketing
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