



## Art Director/Graphic Designer

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**eliisaraab.com**

As an Art Director/Graphic Designer, I bring a dynamic blend of creativity and strategic insight to every project. I craft visually arresting products and campaigns that capture attention and drive engagement. From conceptualization to execution, I thrive on translating brand stories into compelling visuals that resonate with target audiences across various platforms, from packaging to social media feeds. My expertise lies in creating impactful visual identities that differentiate brands. Collaborating closely with copywriters, photographers, and marketing teams, I deliver campaigns that meet client objectives and foster brand loyalty.

## Experience

**ELIISA RAAB, NY USA**

January 2018 - Present

### **Freelance Art Director**

**Bloch Inc., New York Blood Centers, True Care**

- 360° Campaigns concept and development
- 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 and 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

### **Freelance Art Director & Graphic Designer**

**AJF Partnership, BBDO, Bloom Cosmetics, CHE, Grey, Kraft, M&C Saatchi, Noodle Box, Ogilvy Mather, Publicis Mojo, Y&R**

- 360° Campaigns concept and development
- 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**

## 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

## Skills

*Sound knowledge of:*

- Mac OS
- Adobe CC  
Photoshop, Illustrator, InDesign,
- Microsoft Office

*Also have understanding of:*

- HTML - CSS

## Referees

### **Kathy Roher**

*Creative Director L'Oréal Paris*

### **Lauren Meyer**

*Director, Enterprise Marketing  
New York Blood Centers  
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