ELIZABETH PUETZ

SENIOR VISUAL & PRODUCT DESIGNER

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PROFESSIONAL PROFILE

Senior Visual & Mid-level Product Designer with over 12 years of experience in branding, web, app, and UX/UI design for a diverse clientele. Skilled in elevating brand presence and enhancing user experiences through thoughtful, impactful design. Proven track record of leading a cross-functional design team, fostering creativity and professionalism, and managing projects from concept to completion on time and within budget.

SKILLS

UX/UI & Product Design	Creative Leadership	Responsive Web Design	Content Creation
Branding Expert	Art Direction	Animation	Marketing
AI Prompting	HTML/CSS	Critical Thinking	Problem Solving

DESIGN TOOLKIT

Adobe Suite	Figma	Sketch	WordPress
After Effects	Premier Pro	AI	

PROFESSIONAL EXPERIENCE

Sounds True One | Lead Visual Designer, Product Designer & Animator   June 2022 – Present
- Designed the ST1 app by creating low-to-high fidelity wireframes to solve complex business challenges, achieving over 10k subscribers, a 4.6-star rating on the Apple App Store, and 1.2 million minutes of streamed content.
- Created branding for 7+ original ST1 programs.
- Designed with user needs in mind, adhering to WCAG Accessibility Guidelines.
- Generated ideation solutions to enhance product designs.
- Produced visual designs from concept to delivery, including design systems, mood boards, storyboards, creative briefs, animations, video graphics, iconography, illustrations, and layouts.
- Developed the ST1 platform as a distinct subset of the Sounds True brand, ensuring a unique and cohesive visual identity.
- Oversaw freelance support by providing feedback and managing workloads.
- Acted as the primary point of contact for all matters related to Sounds True One and the broader Sounds True brand.

EP Creates | Freelance Senior Visual & Product Designer   May 2017 – Present

Sounds True | Lead Visual Designer   Feb 2020 – June 2022
- Led a B2C digital design team, providing creative feedback and art direction.

- Conceptualized and spearheaded the rebranding of Sounds True, creating their first-ever comprehensive brand book.
- Redesigned Sounds True's e-commerce site with 3,000+ products, integrating new branding, transitioning to Shopify 2.0, and managing an external development agency.
- Designed senior-level web products to meet diverse business and user requirements.
- Managed schedules, budgets, workloads, and departmental design requests.
- Served as the primary point of contact for web design and the Sounds True brand.
- Collaborated with the Creative Director, Marketing, and Development teams to train and coordinate freelancers, streamlining the design process.

Sounds True | Senior Web Designer   Jan 2017 – Feb 2020
- Interpreted client specifications and identified website user requirements
- Created timeframes and work schedules to meet deadlines
- Defined comprehensive brands for the B2C online course division
- Communicated effectively and created strong professional relationships with clients and teams
- Conducted research and kept abreast of social media marketing trends
- Supervised junior visual designers and oversaw their work
- Designed marketing funnels, email, and social media (paid & organic) using best UX/UI and web/visual design practices

Morgan Branding | Graphic Designer   May 2016 – Jan 2017
- Designed, art directed, and coded emails and other marketing projects
- Illustrated concepts by designing and submitted them for approval
- Coordinated with other stakeholders, web designers, marketers, and colleagues as necessary
- Contributed to team efforts by accomplishing tasks as needed
- Communicated with clients about layout and design

Sounds True | Email & Web Graphic Designer   May 2014 – May 2016
- Designed and coded responsive email blasts/microsites
- Created landing pages via Magento, and other various web projects
- Helped the marketing team develop compelling graphics, logos, and branding for different events

Digital Brand Works | Graphic Designer   Aug 2012 – May 2014
- Designed graphics for PowerPoint presentations, web, email, online marketplaces (such as Amazon, eBay, Rakuten), blogs, social media, retargeting ads, infographics, flyers, & video.
- Product photographer & editor shooting product shots for eCommerce websites
- Magento back-end eCommerce merchandiser

EDUCATION

BFA in Graphic Design | Columbia College   Chicago | Sep 2007 – May 2011

PROFESSIONAL DEVELOPMENT

UX: Interaction Design | Design Lab   Online | 2018
DEI Foundations Course | TMI Academy   Online | 2021
Principles of Animation (Animation Bootcamp) | School of Motion   Online | 2022