

Elise (Natelise) Loeb

eliseloeb.com — Password available [by request](#).

785.312.1919
Portland, Oregon

Available EDT through PDT workdays

I'm a senior creative with a focus on digital brand identity and e-commerce. I lead creative teams with transparency, mischief, and a bias for action.

Experience

Education, Skills, Proficiencies

• Design Lead

Thesis (November 2020-Current)

Design Lead (Nike & Brand Studio) (March 2022-Current)

Senior Designer (Nike) (November 2020-March 2022)

I have worked on our Nike account for 3 years. I lead seasonal campaigns (such as AirMax) and run the channel team for the Nike.com (NA) workstream. I am responsible for leadership on the .COM team of 9 designers. I create templates, support the design systems team, and lead production documentation for the broader team.

I contribute to Thesis Brand Studio team by leading the internal print magazine, supporting brand social, and designing for the agency blog.

• Art Director

Lightboard (August 2018-June 2020)

Art Director (October 2019-June 2020)

Designer (August 2018-October 2019)

At Lightboard I provided both direction and design on our biggest projects for global clients such as GitHub (Microsoft) and Autodesk. In this client-facing role, I worked with a team of internal and freelance designers on majority B2B work.

Some of my admin contributions included production templates, design challenges for team-building, and an improved brand file storage system.

• Digital Production Designer

Tommy Bahama (March 2017-August 2018)

Brought in for my start-up experience, at Tommy Bahama I reshaped cross-department communication in a newly digital-first creative team. I built trust and reduced errors across digital channels that I worked on: email, website, the restaurant app, and performance marketing.

• Content Director & Senior Designer

Print Syndicate (August 2013-January 2016)

In this aggressive-growth e-commerce start-up, I was responsible design and team leadership. I worked with two other leads to support morale, retention, and growth plans on a team of 12. We hit regular revenue goals and propelled growth through viral content and internet trends (ex: Notorious RBG, 'Working my Puff into Tuff' (Nerd Gym Content), and other parodies.)

Columbus College of Art & Design

Bachelor of Fine Arts, Advertising & Graphic Design,
Cum Laude, Class of 2012

Bachelor of Fine Arts, Illustration,
Cum Laude, Class of 2012

Accessibility Design Bootcamp Certification

5-week Boot-camp Course, Memorisely, 2021

Digital Project Management Certification

Digital 12-part series, SuperHi, 2023

Design Skills

Creative Proposals: Bespoke Keynote, Google Slides, and Powerpoint decks. Digital-first, collaborative concepting.

Conceptual Leadership or Support: Art direction & concept co-ordination, either independently or in collaboration with multi-disciplined team members.

UX & Accessibility Fundamentals: User-centered design for digital across devices and abilities.

Prototyping

Physical or Digital Sketching & Storyboarding

Motion Graphics & Animation

Digital Illustration: Vector or raster. Figures, scenes, maps, or icons. A variety of styles: customized stock or "from scratch".

Retouch & Photo-editing: Photoshop, Lightroom. Automations.

Team Leadership: Coaching senior through junior designers. Leading design in scheduling, communication, and tracking.

Mentorship: In areas of innovation, systems-thinking, illustration, retouch, and accessibility.

Software/Proficiencies

Adobe Creative Suite
Figma
Photoshop
Illustrator
InDesign
Lightroom
AfterEffects
+ Sketch

Wordpress
Shopify
Squarespace
Intermediate HTML+CSS
Basic JavaScript
Keynote
PowerPoint
Google Slides

Familiar with Admin software & systems including Airtable, Microsoft Office, Google Workspace, Slack, and Discord.