

Elise (Natelise) Loeb

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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

● Associate Design Director

Upwork — January 2024-October 2024 (Contract)

At Upwork, I reviewed & approved design work, and mentored junior, mid, and senior level designers across primarily digital channels. I lead design on product launches & lifecycle workstreams, including the creation of an email design system, the documentation, and the maintenance program. I served as the expert on automations and efficiency in Figma.

● Design Lead

Thesis — November 2020-January 2024

Design Lead (Nike & Brand Studio) — March 2022-January 2024

Senior Designer (Nike) — November 2020-March 2022

For 3 years I managed individuals and approved design & design systems work for the Nike.com North America website. I oversaw production on omni-channel campaigns for footwear (such as AirMAX, Dunks, and Air) & lifestyle. I lead a team of 9 designers plus cross-functional collaborators to ensure .COM channel excellence. For the Internal Brand Studio, I lead design on the internal print magazine, brand social, and the agency blog.

● Art Director

Lightboard — August 2018-June 2020

Art Director — October 2019-June 2020

Designer — August 2018-October 2019

In this client-facing role, I worked with a team of internal and freelance designers on B2C & B2B work. I provided both direction and design for global clients such as GitHub (Microsoft) and Autodesk.

● Digital Production Designer

Tommy Bahama — March 2017-August 2018

At Tommy Bahama I worked closely with site merchants, eCommerce managers, and digital marketing in a newly digital-first creative team focused on eCommerce growth. As a production expert, I created templates and trained teammates for consistency across all digital channels (email, website, restaurant app, and performance marketing.)

● Content Director & Senior Designer

Print Syndicate — August 2013-January 2016

In this aggressive-growth eCommerce start-up, I was responsible for both design and leadership. I worked with two other leads to support morale, training, and growth plans on a team of 12. Driven by revenue goals, we achieved growth through viral content and trends (ex: Notorious RBG, 'Working my Puff into Tuff' (Nerd Gym Content), and other parodies.)

Education, Skills, Proficiencies

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, WCAG compliant.

Prototyping in Figma: Wireframes or high-fidelity flows.

Physical or Digital Sketching & Storyboarding

Digital Illustration & Animation: Vector or raster. Figures, scenes, maps, or icons. A variety of styles: customized stock or "from scratch". Static or (2D) animated.

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

Team Leadership: Coaching teams on individual growth, output, and creativity. Management geared toward improved scheduling, communication, and project tracking methods.

Mentorship: For Jr. to Sr. designers in areas of innovation, design-systems-thinking, illustration, retouch, and accessibility.

Software/Proficiencies

Figma	Wordpress
Adobe Creative Suite	Shopify
Photoshop	Squarespace
Illustrator	Intermediate HTML+CSS
InDesign	Basic JavaScript
Lightroom	Keynote
AfterEffects	PowerPoint
Sketch	Google Slides

Familiar with admin programs including Airtable, Asana, Microsoft Office, Google Workspace, Slack, and Discord.