

# Elise (Natelise) Loeb

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Phone – 785.312.1919  
Based in Portland, Oregon

**I'm a senior creative with a focus on digital identity and illustration.  
I lead projects and teams with transparency, enthusiasm, and a bias for action.**

Experience —

## ● Digital Designer

### Nike, through Insight Global – April 2025-October 2025 (Contract)

Global work for major 3 campaigns—I provided design, presentation decks, and digital production for email, app, web, and social channels. I was the digital design point of contact supporting Art Directors, Product Design Managers, Producers, and other cross-functional partners. This position was on-site at Nike World Headquarters.

## ● Associate Design Director

### Upwork – January 2024-October 2024 (Contract)

At Upwork's Corporate Marketing Team I lead design projects and mentored designers across digital work. I lead product and website launches, including a new email design system, quarterly New Features showcases, and an AI-powered research assistant. I served as the expert on automations and efficiency in Figma. This position was remote.

## ● Design Lead

### Thesis Agency – November 2020-January 2024

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

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

I managed individual designers & design systems in this client-facing role. I approved production on omni-channel campaigns for footwear and lifestyle campaigns (such as AirMAX, Dunks, and Yoga). I lead a team of 9 designers and numerous cross-functional collaborators for Nike's North America web presence. For the Internal Brand Studio, I lead design on the internal print magazine, brand social, and the agency blog. Hybrid work.

## ● Art Director

### Lightboard – August 2018-June 2020

In this client-facing role I managed internal and freelance designers on B2C & B2B work including campaigns, branding, and presentations. I provided direction and design for clients including Microsoft and Autodesk. Hybrid.

## ● Digital Production Designer

### Tommy Bahama – March 2017-August 2018

As a digital designer I worked closely with site merchants, eCommerce managers, and digital marketing in a newly digital-first brand team focused on eCommerce growth. I created templates and trained teammates on production techniques for excellence across digital channels (email, website, restaurant app, and performance marketing.) On-site position.

## ● 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 as we scaled. I templated production and managed a team of 12 designers. We focused on viral content and trends (ex: Notorious RBG, 'Working my Puff into Tuff' (Nerd Gym Content), and other parodies.) On-Site position.

Degrees, Certificates, 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

## Strategic Foresight Foundations

SXSW MasterClass, Future Today Strategy Group, 2025

Training to identify trends and uncertainties, how to use scenarios to rehearse the future, and how to action upon the insights gained through a strategic foresight endeavor.

## Digital Project Management Certification

12-part Online Course, SuperHi, 2023

Self-driven course designed to teach advanced process and strategies for digital design project workflows.

## Accessibility Design Bootcamp Certification

5-week Bootcamp Course, Memorisely, 2021

Group class training in web accessibility and WCAG. Design education for designing for different abilities and disabilities.

Design Skills —

**Digital Design:** Extensive experience with website, display ads, email journeys, and mobile app marketing design. Campaign or "365"/"Evergreen". Familiarity with optimizing user experience with breakpoints and accessibility in mind.

**eCommerce Design:** Design supporting eCommerce platforms, teams, and their file needs. In-depth knowledge of different CMS plus shipping platforms such as Narvar and triggered-prompts such as Bluecore to name a few.

**Illustration & Animation:** Vector or raster. Icons, figures, scenes, maps, or objects. A variety of styles: customized stock or "from scratch". Static or (2D) animated.

**Retouch & Photo-editing:** Photoshop, Lightroom. Automations. Templates and Libraries: Creation, documentation, and maintenance to speed-up production.

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

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

Software/Proficiencies —

## Design Software

Figma, Adobe Creative Suite: Photoshop, Illustrator, InDesign, Lightroom, AfterEffects, Sketch, Keynote, Google Slides, PowerPoint

## Web CMS, Software, and Languages

Wordpress, Shopify, Squarespace, Intermediate HTML+CSS, Basic JavaScript

## Administrative Programs

Airtable, Asana, Microsoft Office, Google Workspace, Slack, Discord