



Elisa Razak

Art Director and Designer

elisarazak.com
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Brooklyn, NY

Education

UNIVERSITY OF TENNESSEE

BFA, Graphic Design

Studio Art Minor,
Printmaking

Interests

Branding

Editorial Design

Illustration

Typography

UX/UI

Screen Printing

Woodworking

Sewing

Experience

ERM MARKETING & COMMUNICATIONS AGENCY

Art Director, *June 2025 – October 2026*

Sr. Graphic Designer, *January 2023 – June 2025*

Art directed and designed for sustainability marketing. I led junior designers on sustainability reports, sub-brand identities, social media, ad campaigns and presentation materials for global clients including Meta, Bausch + Lomb and Exelon.

Collaborated with clients to develop strategic, data-driven creative solutions that transform complex sustainability narratives into clear and compelling work.

TOMBRAS

Jr. Social Media Art Director, *November 2021 – November 2022*

Art directed and developed paid and organic social campaigns for national brands including Subway and Truist. Collaborated with copywriters on concept development and led production artists in executing creative assets for multi-channel digital campaigns.

OLIOBOX

Freelance Graphic Designer, *March 2020 – October 2021*

Designed UX/UI solutions for B2B and B2C clients in fashion, legal and e-commerce. I created wireframes, user flows, visual designs and prototypes, delivering engaging user-centered digital experiences.

NATHANNA

Freelance Graphic Designer, *June 2019 – March 2020*

Created marketing materials for local businesses and nonprofit organizations. Designed visual identity systems, theater posters, fundraising and event collateral, websites and digital ad campaigns while collaborating with clients from concept through production.

UNIVERSITY OF TENNESSEE PRESS

Freelance Graphic Designer, *June 2019 – Present*

Conceptualize and design book covers about history, religion, African American studies and Southern studies. My work has been recognized by the Association of University Presses.