Elisa Razak

Art Director and Graphic Designer

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Experience

ERM MARKETING & COMMUNICATIONS AGENCY

Art Director, *June 2025 – October 2026*
Senior Graphic Designer, *January 2023 – June 2025*

- Led art direction for sustainability marketing initiatives, overseeing visual communications across print and digital sustainability reports, sub-brand identities, social media and marketing campaigns.
- Directed 1–2 junior designers throughout ideation and production, providing creative guidance and maintaining visual consistency across deliverables.
- Collaborated with clients, creative directors, copywriters, video editors and subject matter experts to deliver strategic, data-driven creative solutions aligned with client objectives. Global clients include Meta, Bausch + Lomb, Panasonic and Exelon.

TOMBRAS

Junior Social Media Art Director, *November 2021 – November 2022*

- Art directed paid and organic social media campaigns, developing creative concepts and visual assets that aligned with brand identity, marketing objectives and audience engagement strategies for national brands, including Truist and Subway.
- Partnered with design directors and copywriters on campaign concept development and led 1–2 production artists in executing static and video creative assets for multi-channel digital marketing campaigns.

OLIOBOX

Freelance UX/UI Designer, *March 2020 – October 2021*

- Designed mobile-first websites and apps, serving B2B and B2C clients across fashion, legal and e-commerce industries.
- Developed wireframes, user flows, visual designs and interactive prototypes to create intuitive, user-centered digital experiences.

NATHANNA

Freelance Graphic Designer, *June 2019 – March 2020*

- Developed designs for local businesses and nonprofit organizations, including visual identity systems, theater posters, fundraising and event collateral, websites and digital advertising campaigns.

UNIVERSITY OF TENNESSEE PRESS

Freelance Graphic Designer, *June 2019 – Present*

- Design editorial book covers for published works spanning history, religion, African American studies and Southern studies. My work has been recognized by the Association of University Presses.

Summary

Brooklyn-based art director and multidisciplinary designer with 7+ years of experience leading creative development across integrated marketing campaigns, editorial design, branding and digital experiences. I'm a highly-detailed creative who leads with empathy and transforms conceptual and strategic thinking into impactful creative solutions.

Education

UNIVERSITY OF TENNESSEE

BFA in Graphic Design and
Studio Art Minor in Printmaking

Skills

ART DIRECTION

Concept development, design literacy, effective communication, junior team mentorship, client collaboration and solutions-oriented thinking

DESIGN

Branding, editorial layout, social media design, illustration, typography, motion design, UX/UI and video editing

TECHNICAL

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, Sketch and WordPress