



CREATIVE DIRECTOR BRAND VISIONARY ARTIST

SKILLS

- Creative Direction
- Brand Strategy
- Graphic Design
- Event Design
- Packaging Design
- Merchandising
- Print Production
- Content Creation
- Marketing
- Sales
- Advertising
- UX/UI Design
- Website Design
- Social Media
- Typography
- Painting
- Printmaking
- Illustration
- Mural Art
- Installation Art
- Photography
- Adobe Creative Suite
Illustrator · Photoshop · InDesign

EDUCATION

University of Arizona
Bachelor of Arts
Studio Art and Spanish Language
Dean's List, 4 years

Universitat Pompeu Fabra
Barcelona, Spain
Spanish Language and Art History

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PROFESSIONAL EXPERIENCE

Lizzy Layne Art & Design | Artist/Owner

2005 - Present | Taos, NM

- Company founder offering creative direction, design, and brand strategy services
- Curate immersive design for events; experienced in on-site production
- Create illustrated poster art and custom merchandise for live music events
- Produce apparel and textile designs; manage e-commerce stores
- Commissioned artist for painting, illustration, mural art, and installations

Taos Ski Valley, Inc. | Creative Director, Marketing

2022 - Present | Taos, NM

- Serving as the first in-house designer for Taos Ski Valley, Inc.
- Standardized new brand guidelines, with flexibility to evolve the assets
- Execute all design needs for the ski valley and village businesses such as trail maps, menus, on-mountain signage, retail displays, and merchandising
- Strategize effective marketing and advertising campaigns to increase revenue and curate an elevated experience for resort guests
- Expand the resort's digital presence; increased user engagement on social media
- Design branded collateral for hosted events such as the World Pro Ski Tour
- Develop custom racing suits for sponsored athletes

Nuclear Energy Institute | Senior Manager, Creative Strategy

2019 - 2022 | Washington, DC

- Art Director and Creative Strategist for the internal design studio
- Rebranded company design to better align its aesthetic with corresponding messaging
- Strategized creative content for news, blogs, press releases, and email marketing
- Launched Instagram account; grew social media channels with tracked analytics
- Head designer for conferences and events; developed and designed virtual event platforms
- Coordinated production and design for all printed collateral, tradeshow booth displays, merchandising, company signage, and on-site event branding
- Built a system of templates to increase efficiency and brand consistency for visual assets
- UX/UI design for nei.org and e-learning portals for online certification and training
- Co-founder and member of the company's Diversity, Equity, Inclusion (DEI) task-force, member of Women in Nuclear (WIN), WIN DEI task-force, and the Sustainability Team
- Recipient of the 2022 NEI Service Award

Viumbe, LLC | Creative Director, Product Design

2013 - 2015 | San Francisco, CA

- Creative Director for the integrated digital media company, overseeing such online properties as eBaum's World and Your Daily Media
- Sole designer for product development, UX/UI, website content, and advertising
- Strategized marketing tactics to increase traffic and enhance brand engagement
- Contributed original content, editorial submissions, and illustrations for company websites

Gordon Biersch Brewing Company | Creative Director, Sales & Marketing

2012 - 2013 | San Jose, CA

- Redesigned the Gordon Biersch logo and refreshed the company's branded materials
- Orchestrated print production and design for all product packaging and merchandising
- Developed sales and marketing strategies for the brand and its products
- Oversaw website design, social media content, and product photography
- Produced and branded the annual Oktoberfest event and various on-site sampling events

Rockstar Energy Drink | Graphic Designer

2007-2012 | Los Angeles, CA

- Designer for branding, packaging, merchandise, and materials for sales and marketing
- Photographed Rockstar Energy Drink products, events, sponsored athletes, and musicians
- Content management and design for all websites, blogs, and social media channels
- Created on-site branding for sponsored events including the Olympics and X Games
- Spanish translator for Hispanic markets