

# ELIZABETH HAMM

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## Art Director

### SUMMARY

Experienced, highly motivated Senior Graphic Designer with 15+ years of experience in the design field. Detail-oriented Art Director specializing in concept development, brand identity, creative campaigns, and digital, web, and print design. Adept in designing award-winning brands and campaigns, with a proven track record of creating collateral that generates significant revenue and effectively reaches the target audience.

### COMPETENCIES

- Innovative and Conceptual Thinker
- Excellent Communication and Presentation Skills
- Digital, Web, and Print Design
- Collaborative and Team Player
- Branding and Campaign Design
- Adobe Creative Suite – Photoshop, Illustrator, InDesign, XD
- Microsoft Office
- Canva

### EXPERIENCE

#### SENIOR GRAPHIC DESIGNER

PRIORITY MARKETING

July 2016 – Present

An advertising agency with 50 employees specializing in marketing in Southwest Florida for businesses in multiple sectors, education, healthcare, and local nonprofits.

Conceptualized and directed the look for brands and campaigns and created a variety of web, print, and social media designs using mainly Adobe Creative Suite. Assisted the Art Director in evaluating new trends, training designers on new tools, and providing budgets for design time. Juggled multiple projects on tight timelines and strict budgets.

- Concepted, designed, and directed the look for "Yachts of Hope", resulting in an event that raised over \$500,000 for a nonprofit organization
- Increased sales for an award-winning chocolatier, Norman Love Chocolates, with the conception and execution of animated digital ads. Raised sales conversions by 35,000.
- Initiated and facilitated a Creative Workshop to help inspire the design team.

- Trained the entire company and one of our clients on how to use Canva and implemented standard operating procedures for how we will use Canva effectively across teams.

## **GRAPHIC DESIGNER**

DISCOVERY SENIOR LIVING

Feb 2016 – July 2016

A senior housing provider with over 13,270 employees and 200+ communities across 36 states.

As their first graphic designer, created and refreshed logos and branding for existing senior living communities. Designed logos and brand collateral in keeping with brands already owned and managed by Discovery Senior Living, and created innovative and fresh materials, for digital and print.

- Conceptualized multiple new logos for new communities Discovery Senior Living acquired and formulated their branding colors and look.
- Oversaw and assisted in selecting the equipment and programs purchased to begin establishing the marketing department's design component.

Drees Homes

May 2007 – Jan 2016

A national homebuilder with 3,280 employees across 6 states with \$4 billion in annual revenue.

## **GRAPHIC DESIGNER (2010 – 2016)**

Created print and digital materials in keeping with our corporate identity. Supervised signage installation for the sales offices as well as directed model photo shoots. Supported the Art Director to ensure workload was distributed effectively and projects were completed on time. Trained new incoming designers.

- Conceived and developed the design for a large, printed in-house corporate booklet for employees in the office and the field.
- Revamped the employee recognition program - designed a new logo, helped the program transition to an electronic format, and restructured the rewards given.
- Revitalized the company newsletter and produced it quarterly.

## **PRODUCTION ARTIST (2007 – 2010)**

Created attractive materials to show product offerings, oversaw the accurate color 3-D renderings of homes, and created interactive floorplans and web graphics for floorplans.

- Maintained a large inventory of current and active floorplans across multiple large markets.
- Contributed to the transition and standardization of floorplan files in InDesign.
- Integrated new processes for the interactive floorplans when they were transitioned to a new system and standardized a procedure for several designers to assist.

## **ASSISTANT MANAGER**

Life Uniform

Dec 2005 – Mar 2007

A national chain that sold scrubs and medical equipment; now known as Scrubs and Beyond.

Provided excellent customer service and focused on continual improvement for the store through sales and visual merchandising. Trained new employees and assisted with group sales to medical offices and hospital staff.

Achieved the highest dollar amount of sales in our store for the duration of employment.

## **GRAPHIC DESIGNER**

Good Shepherd's Printing

Mar 2004 – Dec 2005

Local print shop that offered digital and offset printing, copying, and design services.

Oversaw the printing quality of digital documents. Conceived and created a variety of printed materials, and retouched photography. Prepared client-created artwork for production and provided technical support to clients. Managed a variety of projects with varying deadlines, under tight timeframes.

- Conceptualized invitation designs that became popular among clients for special occasions.
- Supervised and trained one employee in the design department, who had not formerly studied design.

## **EDUCATION**

Bachelor's Degree (Art) Morehead State University (Morehead, KY)

Computer skills: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Microsoft Office, Microsoft Word, Microsoft Outlook, PowerPoint, Canva

Awards:

Grand Golden Image Award — Division: Printed Materials — Florida Public Relations Association (2023)

Image Award and Judges Award — Division: Printed Materials — Florida Public Relations Association (2023)

Gold Addy Award and Best of Public Service — Division: Public Service Brand Elements — American Advertising Federation (2023)

Silver Addy Award — Division: Public Service Online Interactive — American Advertising Federation (2023)

Silver Davey Award — Division: General Health and Health Services — Academy of Interactive & Visual Arts (2022)

Silver Addy Awards, Multiple Categories and Best of Out of Home/Ambient Media — American Advertising Federation (2020)