



ELIZABETH POMEROY

DISTINCTIONS

Collateral: Catalogue
2015 AMA PHOENIX
SPECTRUM AWARDS

Collateral: Catalogue
2014 AMA PHOENIX
SPECTRUM AWARDS

Collateral: Catalogue
2013 AMA PHOENIX
SPECTRUM AWARDS

Interactive/Online: pURL
Direct Response: Direct Mail
with Variable Data
2012 AMA PHOENIX
SPECTRUM AWARDS



EDUCATION

BACHELOR OF ARTS

University of Wisconsin -
Milwaukee

August 2003



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EXPERIENCE

CREATIVE DIRECTOR

Affinity Design | March 2017 - Current • Scottsdale, AZ

ACCOMPLISHMENTS

- Successfully onboarding several new clients, including existing client referrals.
- Developing UI/UX experiences for new sites, including integrating a geodirectory database into an existing Wordpress framework.
- Being the face of the agency at receptions, fundraisers and networking events.
- Creating a successful social media campaign for the AZ Secretary of State office to increase voter registration.

SKILLS ACQUIRED *UI/UX, in depth Wordpress knowledge, social media analytics*

SENIOR DESIGNER

Entrenue | June 2012 - October 2016 • Phoenix, AZ

ACCOMPLISHMENTS

- Inspiring and coaching a team of talented designers to win AMA Design awards for 3 consecutive years.
- Organized project timeline and overall project management.
- Created design and wireframes for new corporate website.
- Successfully launched in-house brand by working with consultants and internal stakeholders.

SKILLS ACQUIRED *Project management, wire-framing, in depth Indesign*

JR. ART DIRECTOR

FE Agency (First Edge Solutions) | December 2009 - May 2012 • Phoenix, AZ

ACCOMPLISHMENTS

- Making leap from designer to being involved in art direction, client services, estimation and P/Ls.
- Winning several AMA Design awards for integrated ad campaigns.
- Managing junior designers, motivating and developing their talents.

SKILLS ACQUIRED *Leadership, project management software, variable data*

GRAPHIC DESIGNER

EPIC Creative | October 2007 - March 2009 • West Bend, WI

ACCOMPLISHMENTS

- Expanded my design abilities and learned how to operate within an agency structure.
- Learned design brief process.
- Created style manuals for several clients.

SKILLS ACQUIRED *In depth Creative Suite, agency standards, design briefs*