

ES

ELIZABETH SWEAT
esweart@protonmail.com
esweart.com

TECHNICAL SKILLS

Adobe Creative Suite
MS Office Suite, Keynote
Apple, Windows, & Linux
Draftsmanship
Workfront, WebEx & Zoom
Sketchup
HTML/CSS

SPECIALTIES

Design Strategy
Conceptual Sketching
Conceptual Research
Art Direction
Project Management
Remote Collaboration
3D Rendering
Wayfinding
Visual Identity
Storyboards
Illustration

CLIENT LIST

Disney
Sesame Street
Hape
Ford
John Deere
Toys R' Us
Target
Walmart
John Lewis
Kind + Jugend
Spielwarenmesse

**I am a visual storyteller, art director,
and design manager with a specialty in
experiential graphics and design solutions.**

Brainstorming and executing high quality design work with a hands-on strategic mind-set is my passion. With a multi-faceted skill set from storyboards for children's toys to wayfinding signage, I excel in working collaboratively with marketing managers, content creators, and cross-functional teams with a positive self-starter attitude.

EXPERIENCE

Manager, Brand Design, Kids2 (2021 - Present)

Provides art direction, design solutions, and process management for Baby Einstein and other international brands by leveraging customer insights through all touchpoints. Gives design mentorship and leadership for junior designers in a fast-paced environment.

Lead Experience Designer, Kids2 (2019 -2021)

Led initiatives to conceptualize and craft high quality brand product marketing assets across online and offline marketing channels including in-store experiences, packaging, digital, social, and print graphics. Also directed all physical activations including endcaps, shop-in-shops, tradeshow, and international showrooms, thereby increasing brick & mortar revenue by double digits.

Designer, Kids2 (2018 - 2019)

Worked independently and collaboratively by consistently handling multiple projects with tight deadlines. Participated in design strategy meetings with clients such as Target and Disney, and clearly communicated design concepts both verbally and visually.

Contract Designer, Kids2 (2016 - 2017)

Leveraged previous experience with 3D visualizations and illustrations to plan and design interactive retail layouts. Designed digital and print solutions that answered the brief. Prioritized work and ensured all deadlines and alignment with cross-functional teams were met.

Freelance Designer, Huie Design (2013 - 2015)

Developed wayfinding design standards, retail signage, moodboards, and logo iconography.

EDUCATION

Ringling College of Art + Design (2010 - 2014)

BFA in Graphic Design with additional focus in Illustration

Savannah College of Art + Design (2009)

Business for Arts, Additional Course