



# Elijah Lamb Wasserman

elijahwasserman@gmail.com | (615) 600-6153

182 Wheeler Ave | Nashville, TN, 37211

## SUMMARY

Versatile creative multimedia artist and web designer experienced with high profile clients in rapid growth design agencies seeking remote junior to senior level position as part-time or full-time Web Designer, Art Director or Motion Designer.

## HARD SKILLS

_ Art Direction	●●●
_ Strategy	●●○
_ Graphic Design	●●●
_ Adobe Creative Cloud	●●●
_ Photoshop	●●●
_ Illustrator	●●●
_ InDesign	●●○
_ Premier Pro	●●●
_ After Effects	●●○
_ Wordpress	●●●
_ Open Source CMS	●●○
_ HTML	●●○
_ CSS	●●○
_ Bootstrap	●●○
_ Javascript	●○○
_ JQuery	●○○
_ PHP	●○○
_ Interactive Design	●●●
_ Mobile App Design	●●●
_ UI Design	●●○
_ Adobe XD	●●○
_ Site Architecture	●●●
_ Screen Printing	●●○
_ Photography	●●●
_ Digital Illustration	●●○
_ Blender	○○○
_ Ableton	●●●
_ Music Production	●●●
_ Marketing	●●○
_ E-commerce	●●○
_ Asana	●●○
_ Google Suite	●●○
_ Google AdWords	●●○
_ Facebook Ads	●●○
_ HootSuite	●●○
_ Social Media Management	●●○

## SOFT SKILLS

_ Problem Solving	●●●
_ Listening	●●●
_ Teamwork	●●●
_ Empathy	●●○
_ Time Management	●●○

## Work Experience

### Naturwrk (naturwrk.com):

#### 2009-present

Owner/Designer

Created Naturwrk brand and business model to make a difference in the fashion industry by producing eco-friendly apparel using sustainable materials and creative marketing to raise money for charitable organizations that help people, animals, and the earth.

- Built the company from the ground up guiding growth generating 12k sales, and over 325k in revenue.
- Art Directed and designed multiple seasons of t-shirts and apparel designs, marketing materials, buttons and stickers
- Raised thousands with creative marketing for charities including funding planting trees, saving bees, and helping underprivileged children.
- Designed branding and custom e-commerce websites using Shopify, Big Cartel and WooCommerce
- Operated email marketing, social media and blogging campaigns using Mailchimp, WordPress, Hootsuite, Adwords, and Facebook Ads gaining 10k Facebook followers

### Designups (designups.com):

#### 2019-2020

Freelance Web Designer

Created website designs and concepts, and assisted with strategy, design consultation, brainstorming, blogging and motion graphics.

- Designed websites, UI, brochures, branding, typography, layouts for Audio, Education, Security, Finance, Technology and Management businesses
- Created blog posts, animated motion graphics and wrote marketing language
- Brainstorming and ideation for marketing tactics and agency branding
- Provided consultation and design that led to key corporate client acquisitions in healthcare including an HCA subsidiary

### Music City Networks: 2011

Web Designer

Lead designer for websites and marketing materials for major clients including Brad Paisley and national brands and institutions including Vanderbilt University.

- Led site builds made with Drupal, and designed websites and marketing materials
- Built email campaigns for major national restaurant chain with email marketing platform and AWS

### Echo Music/Echo:

#### 2006-2009

Designer 2 (Web & Print)

Designed websites and marketing materials as a lead designer for many high profile clients including Kelly Clarkson, Nerd, Kellie Pickler, Sesame Street Live, and Beyonce

- Led designs from concept to completion, and assisted in site builds, front-end web development, UI, wireframes, and made updates to existing sites
- Created flash ads, animated GIF banners, animations and other advertising
- Assisted in many major marketing campaigns including for Keith Urban, Dolly Parton and Kanye West
- Designed CDs, posters, download cards and other materials for many national and global artists
- Assisted with rapid expansion of Echo through development of growth strategies helping the company to grow quickly, culminating in purchase of the company by Ticketmaster/Live Nation Entertainment for 26 Million USD

### Big Story: 2006-2009

Freelance Print & Web Designer

Designed posters and other print materials.

### Vectorland: 2006

Freelance Flash Designer

Designed instructional information motion graphics for the medical industry.

## Education

Watkins College of Art & Design  
Bachelor of Fine Arts (BFA)  
Graphic Design, 2006

Nashville State Community College  
Associate of Applied Science (AAS)  
Graphic Design, 2003

## Awards, Interests & Recognition

2012: .net Magazine  
2008: Smashing Magazine  
2005: Regional Gold Student Addy,  
Local Gold Student Addy

Accomplished musician signed to a record label for 3 years  
Multi-Instrumentalist, DJ, music composition and music production expert

References available upon request

