



Elijah Lamb Wasserman

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182 Wheeler Ave | Nashville, TN, 37211

SUMMARY

Versatile multidisciplinary creative and web designer experienced with high profile clients in rapid growth design agencies seeking position as a 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

Designups (designups.com):

2019-Present

Motion Designer & Brand 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

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

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

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Nashville State Community College

Associate of Applied Science (AAS)

Graphic Design, 2003

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Awards, Interests & Recognition

2012: .net Magazine

2008: Smashing Magazine

2005: Regional Gold Student Addy,

Local Gold Student Addy

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Accomplished musician signed to a record label for 3 years

Multi-Instrumentalist, DJ, music composition and music production expert

References available upon request

