

# ELSON LEE

Elgin, IL

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## PROFESSIONAL EXPERIENCE

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### **Sr. Art Director • Merkle**

(04/2021) - Present

- Worked with diverse clients, including Best Buy, Discover, Walgreens, Galderma, Sony, PlayStation, and more to deliver coordinated marketing strategies and effective design solutions that resulted in an increase in business and customer growth metrics.
- Executed integrated B2B and B2C visual campaigns, resulting in increased brand recognition, lead generation, and conversion rates for clients across various industries.
- Produced creative assets and design strategies for digital marketing and branding campaigns within fully integrated 360° omni-channel approaches.
- Designed large-scale projects within formats such as direct mailers, emails, social media (paid and organic), landing pages, DCO, OOH/DOOH experiences, microsites, presentation decks, mobile assets and display advertisements.
- Implemented A/B testing methodologies to evaluate and optimize design options, resulting in data-driven decisions that improved user engagement, conversion rates, and overall performance of marketing materials.
- Played a key role in winning new business opportunities by leveraging design expertise to showcase the agency's digital capabilities and enhance client acquisition strategies.
- Presented design concepts to stakeholders and clients, utilizing strong communication skills to articulate creative ideas and strategic visual reasoning.

### **Art Director • Merkle**

(07/2018) - (04/2021)

- Developed customer journeys, personas, interactive designs, and targeted messaging strategies to drive engagement with the client's brand.
- Extensive experience working for brands with established visual brand guidelines and maintaining those brand standards across all assets developed.
- Executed hands-on design work and provided art direction on a variety of projects, bringing innovative ideas from initial concepts to completion.

### **Sr. Graphic Designer • Marc Realty**

(05/2017) - (07/2018)

- Facilitated seamless collaborations among multifaceted departments including brokerage, development, and property management to devise and execute overarching design strategies

for over 30 commercial buildings, tailored to promotions, tenant engagement initiatives, and investor outreach efforts.

- Spearheaded the conceptualization and implementation of compelling visual narratives across a spectrum of marketing materials within the commercial real estate sector, developing unique branding for properties while maintaining industry standards.

### **Graphic Designer • FCH**

(06/2016) - (03/2017)

- Translated business requirements and consumer needs into visually engaging designs, producing graphic and visual materials for advertisements and promotions.
- Incorporated audience insights, product benefits, KPIs and other data to inform design decisions and strategies that led to higher sales.

### **Design Manager • University of Hawaii at Manoa**

(04/2015) - (06/2016)

- Led and managed a team of four designers and one production assistant, ensuring pixel-perfect detail and high-level work. Provided strategic oversight, precise art direction, and comprehensive mentorship to junior designers across diverse projects.
- Orchestrated the seamless execution of multiple initiatives concurrently, ensuring adherence to strict timelines and client deadlines. Managed project finances and budgets.
- Initiated a successful departmental rebranding, resulting in enhanced client acquisition and revenue generation, while maintaining alignment with organizational objectives.

## **EDUCATION**

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University of Hawaii at Manoa  
Bachelor of Fine Arts (BFA) - Graphic Design

## **SKILLS**

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- **Adobe Creative Cloud**  
Photoshop, InDesign, Illustrator, Premiere Pro, Firefly, XD
- **Other Software**  
Microsoft PowerPoint, Squarespace, WordPress, Figma, Woobox, Workfront, Midjourney
- **Technical Skills**  
Art Direction, Graphic Design, Branding & Identity, Typography, Illustration, UI/UX, Layout, Video Editing, Print, Digital, Web & Mobile Design, Photography Direction, Project Management, Creative Concept Development, Storyboarding, Social Media, Animation - Gifs, Visual Design/Communication, Creative Strategy