

ELIZA BRUCE

CONTACT

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EDUCATION

PARSONS SCHOOL OF DESIGN

MFA May 2017
Design & Technology
GPA: 3.89/4.00
Merit Scholarship Recipient

CORNELL UNIVERSITY

Bachelor of Science 2013
Natural Resources
GPA: 3.55/4.00
Dean's List, Cum Laude

SKILLS

CREATIVE

Graphic Design
Visual Branding Identity
UX Design
UI Design
Data Visualization
Illustration
Motion Graphics

TECHNICAL

Adobe Illustrator
Adobe Photoshop
Adobe AfterEffects
Adobe InDesign
UX Research
HTML
CSS

STRATEGY

Leading Teams
Entrepreneurship
Product Development
User Research
Project Management
Public Speaking

WORK EXPERIENCE

BROOKS BROTHERS

Nov 2023 – Present // New York, NY

Freelance Graphic Designer, Contract

- Design engaging and attractive marketing emails that utilize the brand's distinct visual identity to communicate story-telling and core values to customer
- Create visually enticing static and animated paid social media advertisements to appeal to new and existing customers alike, and increase site traffic

CENTURY 21 NYC

July 2023 – Sep 2023 // New York, NY

Graphic Designer

- Developed compelling and consistent creative assets for marketing purposes, including:
 - + Designing digital materials and marketing emails to enhance customers' interactions with the brand throughout the shopping experience and drive in-store traffic
 - + Creating in-store print graphics to enrich the brick-and-mortar experience with the brand's visual identity, including trend-driven signage, and interior wall decoration

FREELANCE DESIGNER

Nov 2018 – Present // Remote/New York, NY

Various Clients

- Provide graphic design, UX/UI, branding, and/or creative direction to various clients
- Example projects:
 - + **SHEmedia - Graphic Designer**
 - Developed evergreen assets and templates for social media content creation, and editorial graphics for online articles
 - Coordinated with advertisers to create and implement branded digital ad content for SHEmedia's various digital publications
 - + **Verizon 5G Labs - UX designer**
 - Identified and illustrated both pain points and solutions in user journeys, crafting storyboards to communicate capabilities of the 5G network and its value to customers, stakeholders, and potential partners
 - Developed wireframes & prototypes to supplement design briefs proposing product features and new digital experience concepts

SPEECH UP

Jun 2017 – Nov 2018 // New York, NY

Co-founder, Chief Product Officer

- Drove strategic product design, UI/UX, and development roadmap to build a digital speech therapy app for children based on voice recognition-powered games, from concept to implementation
- Led all visual marketing and branding activities, including the construction of style guides, advertising efforts, social media content, trade show presentations, signage, and pitch deck materials
- Hired and managed a small design team of illustrators and animators
- Earned \$100,000 investment from Cornell Tech in startup award competition