



# Elodie Blakely

Creative Director, Product Designer, Wise Guy

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## Overview

At my core, I am an inventive creator, an autodidact, and a human-centered designer. Most recently, I joined Paintzen as their Sr. Product Designer and was promoted to Creative Director. I've been a Product/UX Designer for 4 years, for Red Antler and small incubator. I'm currently available for freelance or fulltime positions.

## Expertise

Creative Direction	Social Strategy
User Experience	Illustration
UI/Visual Design	Mobile Design
Brand Strategy	User Research
Interaction	Package Design
Prototyping	Motion Design

## Software

Adobe Creative Suite  
Sketch  
Omnigraffle  
Axure  
Keynote  
InVision

## Work Experience

### Creative Director, Paintzen

New York, NY || Feb '16 – July '16

Directed and managed the development of all creative assets for marketing campaigns including digital, social media, print, packaging and OOH

- Developed a standout visual language and interpreted existing visuals into new materials to ensure all deliverables are consistently on-brand
- Collaborated with marketing team to implement creative strategies for direct brand communication and public relations efforts
- Provided leadership to set the aesthetic tone and direction of content on social media platforms

### Senior Product Designer, Paintzen

New York, NY || Oct '15 – Feb '16

Lead the design and strategy for our user-facing digital experiences and campaigns

- Collaborated effectively with an agile, multi-disciplinary team to evaluate the feasibility and champion UX in the face of technical constraints
- Translated features and technology into visuals that enhanced our positioning to drive engagement and conversion
- Presented design work to internal stakeholders, marketing managers and senior management for review and approval

### User Experience Designer, Red Antler

Brooklyn, NY || June '14 – July '15

Developed and designed brand experiences that lived across all digital platforms including marketing sites, web applications, eCommerce sites, mobile apps and digital products

- Determined business requirements and feature sets for digital deliverables (in conjunction with Client, Strategy, Design, and Engineering teams)
- Conducted stakeholder kickoff sessions and user research exercises, crafting personas and scenarios; presented work to clients
- Created sitemaps and wireframes for multiple types of business models and site structures

### Expert-in-Residence, General Assembly

New York, NY || July '14 – Oct '14

Assisted in teaching General Assembly's 12-week UX Design course intended for adults transitioning into UX design roles

### User Experience Designer, Digital First Ventures

New York, NY || Sept '13 – June '14

Responsible for all UX/UI and Mobile design for the incubator of Digital First Media's Venture Capital arm, DfV Labs; designed and tested MVP's

- Created and communicated to engineers all product designs, generated rapid prototypes of features, and ran usability tests for CRM web app
- Performed multivariate testing and data analysis for the redesign of a mobile responsive e-Commerce site
- Designed and tested a local deal aggregator mobile app for iOS and Android

## Education

### Vassar College

B.A., Major in Media Studies

Minor in Art History

Graduated with Departmental Honors

Poughkeepsie, NY || Sept '08 – May '12

### Fullstack Academy

Bootcamp Prep

Part-time Javascript Course

New York, NY || July '16

### General Assembly

UX Design Immersive

Full-time UX Course

New York, NY || June '13 – Aug '13