

# elley ellison

UI/UX Designer | Senior Marketing Designer

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 designbyelley.com

## profile

Multidisciplinary designer with versatile background in digital and physical brand storytelling, bridging the gap between design, marketing and strategy.

## education

### Rochester Institute of Technology, College of Art + Design

BFA New Media Design, cum laude  
Italian Immersion

August 2017 - May 2021

## skills

Collaborating

Wireframing

Prototyping

Storyboarding

Basic HTML + CSS

Virtual, Remote Work Processes

Time Management

AI Exploration

## hobbies + interests

Photography

Traveling

Gaming

Reading

## socials

 Elley Ellison

 @design.by.elley

 DesignByElley

## work experience

### Senior Marketing Designer - Whole Latte Love, Rochester, NY | full-time November 2023 - Current

- Lead creative direction for email marketing campaigns and seasonal marketing initiatives
- Organize assets in project management tools
- Improve UX and visual design across e-commerce pages
- Design digital content across web and social media platforms
- Create physical marketing assets including EDDM postcards, look books, and event materials
- Participate in photoshoots to help showcase product features
- Support internal culture and communication through flyers, team swag (t-shirts, patches), and onboarding training materials

### Packaging Designer & Brand Support - Untold Coffee Lab, Rochester, NY April 2024 - Current

- Design and print packaging labels for coffee products, ensuring shelf and digital appeal
- Collaborate with coffee professionals to align visuals with origin stories

### Visual Designer - KatieCreative, Remote | freelance September 2022 - March 2023

- Developed brand identities including logos, social media content, and web visuals
- Created multi-screen UI designs for iOS applications
- Executed quick-turnaround updates on live websites
- Used design tools to communicate ideas that inspire, inform, and captivate audiences

### Independent Illustrator / Shop Owner - DesignByElley, Rochester, NY Winter 2020 - Current

- Design and illustrate original stationery goods such as stickers, bookmarks, and art prints
- Print, cut, and package all products in-house
- Sell products at art markets and pop-ups, handling customer interactions and logistics
- Run all marketing efforts through social media, including product reveals and process videos
- Maintain creative consistency across shop visuals, table displays, and packaging

## software/application experience

Figma	Adobe Photoshop	monday.com
Asana	Adobe Illustrator	Klaviyo
Procreate	Adobe After Effects	Shopify eCommerce
Slack	Adobe InDesign	Google Workspace
Klaviyo	Adobe Lightroom/Classic	Zoom