

elley ellison

Graphic Designer + User Interface/User Experience

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🌐 designbyelley.com

profile

Creative, independent and detail-oriented graphic designer with experience in digital brand management, logo design, UI/UX design and illustration.

education

Rochester Institute of Technology, College of Art + Design
BFA New Media Design, cum laude
Italian Immersion
August 2017 - May 2021


skills

Typography
Collaboration
Wireframing
Prototyping
Storyboarding
Basic HTML + CSS
Virtual, Remote Work Processes
Time Management

hobbies + interests

Photography
Traveling
Gaming
Reading

socials

 Elley Ellison
 @design.by.elley
 DesignByElley

work experience

Social Media Marketer/Supervisor - Scoop 'N Twist, Brighton, NY
March 2023 - Current

Create social media content (Instagram and Facebook posts, reels, stories and TikToks) to promote and advertise products with company branding that are up to date with latest social media trends. Strategize new products and marketing campaigns. Ensure operational excellence, tracking inventory, resolving customers' questions and grievances in a professional manner.

Graphic Designer - KatieCreative, Remote | freelance
September 2022 - Current

Create visual text and imagery concepts using computer softwares to communicate ideas that inspire, inform, or captivate consumers for print and digital needs. Design branding and creative strategy for social media marketing including logos, social media posts, web assets and illustrations. Design multi-screen interfaces for iOS production.

Multimedia Designer - Driftpoint Media, Rochester, NY/Remote
September 2021 - January 2022 (Intern)
January 2022 - October 2022 (Part-time)

Assist in designing, editing photos, and creating social media content and physical products for marketing efforts such as planning and executing marketing campaigns like emails, illustrating sticker designs, and preparing digital assets for web.

Etsy Shop - Design By Elley - Self-Employed, Rochester, NY
Winter 2020 - Current

Launched and currently maintain an Etsy shop selling stickers drawn in Procreate and designed in Figma. Promoted shop through social media to increase traffic and brand awareness. Use self-discipline and time management to adhere to customer requests and inquires.

Overall Supervisor

Happy Days on the go, Rochester, NY
June 2021 - October 2022

Monitor and regulate workflow of other employees and self. Train new hires to adhere to company responsibilities. Coordinate with a team to conduct a good relationship with customers.

software/application experience

Figma	Adobe Photoshop
Asana	Adobe Illustrator
Procreate	Adobe After Effects
Slack	Adobe InDesign
Google Meet	Adobe Lightroom/Classic
Zoom	Google Suite