



Eliza Beth Hepner

Contact

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Skills

Adobe After Effects
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Lightroom
Adobe XD
Brand Identity
Budgeting
Color Theory
Content Management
Creative Direction
Figma
Klayvio
Large Format Printing
Magento
Meta Business Suite
Packaging Design
Photo Retouching
Squarespace

Freelance

2023 - Voxology

Brand design, digital ad sets, illustration and visual direction.

2021 - Teton Air

Logo design for the tail of an airplane.

2021 - Q.Wick Candles

Visual branding suite and label design.

Education

Oklahoma State University

BFA in Graphic Design
Completed: May 2018
Minor: Marketing
Minor: Management

Experience

Creative Director

April 2023 — Now

AndraGroup - HerRoom + HisRoom

Strategizing in collaboration with executive team to develop new approaches to creative deliverables that drive business growth.

Leading creative campaigns and visual brand evolution in collaboration with photography and merchandising teams.

Supporting development team in implementation of new commerce platform.

Managing paid media, prioritizing brand identity saturation and promotion.

Overseeing all creative team execution including directing brand aesthetic and messaging from a holistic perspective.

Creative Designer

Nov 2020 — Feb 2023

ABC Fitness Solutions

Activated strategy and design for several digital campaigns and executions.

Art directed onsite and digital identity and deliverables for large events including several commercials and large format booth design.

Translated abstract software solution frameworks into digestible concepts.

Sourced, provided feedback, and led vendor relationships for multiple streams of external contractual support.

Senior Graphic Designer

Jan 2020 — Nov 2020

RD Thomas Advertising

Designed effective and thoughtful, creative print and interactive design solutions that supported clients' promotional brand strategies.

Worked collaboratively with other creative team members, providing visual creative input for client deliverables across all media.

Coordinated production projects efficiently with agency vendors to meet client expectations and deadlines.

Graphic Designer

Sep 2018 — Dec 2019

Kibo Software

Branded events from conception to execution.

Built print and digital files to promote products, including printed collateral, web elements, and presentations that uphold brand guidelines.

Translated complex ideas into clear graphic solutions for customers and peers.

Scheduled and owned organic social media.