

Elena Woznick (She/her)

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A multiracial American graphic designer based in New York City with 8 years of demonstrated experience working in the advertising and design industries. Skilled in Branding, Logo Design, Website Design, and Art Direction with a desire to develop my expertise further in UI Design.

Experience

Deutsch NY | New York, NY

Senior Designer 2021 - 2023

- Collaborate with creative, strategy, and media teams on the entire creative process from campaign conception to final delivery across many applications including video, social, out-of-home, print, display banners, email, website, motion, and experiential.
- Contribute to the entire branding process alongside other designers and strategists through research, competitive analysis, brand evolution, and design system development.
- Work with studio and production teams to prep digital and print mechanical files for deliverable release.
- Present distinct ideas and articulate design rationale while interacting with clients and vendors on creative execution.
- Lead creative projects and mentor other designers and creatives to help improve their work and skills.
- Create new and engaging internal DEI programming with a group of colleagues to increase community and connection.

Designer 2019 - 2020

- Collaborate with creative, strategy, and media teams on the entire creative process from campaign conception to final delivery across many applications including video, social, out-of-home, print, display banners, email, website, motion, and experiential.
- Contribute to the entire branding process alongside other designers and strategists through research, competitive analysis, brand evolution, and design system development.
- Present distinct ideas and articulate design rationale while interacting with clients and vendors on creative execution.

Barton F. Graf | New York, NY

Designer 2018 - 2019

- Collaborate with creative, strategy, and media teams on the entire creative process from campaign conception to final delivery across many applications including video, social, out-of-home, print, display banners, email, website, motion, and experiential.
- Contribute to the entire branding process alongside other designers and strategists through research, competitive analysis, brand evolution, and design system development.
- Present distinct ideas and articulate design rationale while interacting with clients and vendors on creative execution.

Junior Designer 2017 - 2018

- Collaborate with creative, strategy, and media teams on the entire creative process from campaign conception to final delivery across many applications including video, social, out-of-home, print, display banners, email, website, motion, and experiential.
- Contribute to the entire branding process alongside other designers and strategists through research, competitive analysis, brand evolution, and design system development.

Our Man in Havana | New York, NY

Graphic Designer 2016 - 2017

- Collaborate with creative, strategy, and media teams on the entire creative process from campaign conception to final delivery across many applications including video, social, out-of-home, print, display banners, email, website, motion, and experiential.
- Work with production teams to prep digital and print mechanical files for deliverable release.

Education

School of Visual Arts | New York, NY

Bachelor of Fine Arts, Design, 2013 - 2017

Skills + Tools

Adobe Creative Suite
Art Direction
Branding
Commissioned Art

Digital Design
Figma
Google Suite
Graphic Design

Illustration
Keynote
Logo Design
Microsoft 365

Photography
Print Production
Typography
Website Design

References Available Upon Request