

Elizabeth Stewart

Creative Director

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Adroit and polished creative leader with a deep knowledge of product development, digital and social media marketing. Excellent at leading cross-functional teams to develop and deliver compelling and impressive creative communications. Fluent at managing multiple projects, timelines and budgets while maintaining a flawless creative vision and aesthetic. Effective and thoughtful mentor, skilled at managing and motivating junior and senior teams. Expert communication, client and interpersonal skills.

CREATIVE DIRECTION
USER EXPERIENCE
PRODUCT DESIGN

SOCIAL MEDIA MARKETING
CREATIVE STRATEGY
BRANDING

CLIENT SERVICES
MENTORING & LEADERSHIP
PROJECT SCOPING

PROFESSIONAL EXPERIENCE

FREELANCE CREATIVE Genspace, SynbioLeap, Influenster, Google Primer, Mali Health / Nov 2016 - Current

Art Direction, Product Design, Branding, UX, Website Design.

GROUP CREATIVE DIRECTOR Wunderman / Jan 2013 - Nov 2016

Creative Lead for United Airlines, Citibank and the United States Tennis Association responsible for Digital, CRM, Social and Print communications.

- Rebuilt the UX, design and production for United's CRM platform. Developed fully responsive email templates that could be assembled on the fly and complementing it with a robust production system that allowed for multiple stakeholders to review creative simultaneously.
- Delivered over \$2MM in savings year over year for United's MileagePlus Loyalty program printed collateral while elevating the branding and creative output.
- Envisioned and sold through the digital complement for United's MileagePlus printed Loyalty materials creating a robust web platform that resulted in over 1.2MM unique site visits and significantly enhanced customer satisfaction.
- Developed the Creative strategy and visual branding to help United redefine their role in Social Media, resulting in a 50% improvement in customer sentiment.
- Led the reboot of the United States Tennis Association (USTA) Youth brand culminating in a scripted live event at the 2016 US Open with innovative digital sound mapping, stadium graphics and social media contest.
- Drove the re-branding of the USTA Youth program, shaping the strategic and creative vision for a 2017 national relaunch.

FREELANCE CREATIVE DIRECTOR Wunderman, JWT, HumanIG, Deutsch / *June 2012 - Jan 2013*

- Redesigned the Citibank Loyalty Email program from the ground up. Led the UX and design for modular, fully responsive email templates along with architecting the production process for cross product roll-out.
- UX and Creative lead for initial prototype of Newsela.com resulting in successful Series funding and launch.
- Oversaw delivery and site launch of Zyrtec.com. Managed Creative teams and offshore development.

CREATIVE DIRECTOR True Action *Nov 2011 - June 2012*

- Managed CRM platforms for Gevalia, Tassimo.
- Built and staffed Creative department for New York office.
- Led innovative creative pitches for Aeropostalé and Uniqlo with strong social media and AR components.

CREATIVE DIRECTOR G2 *June 2011 - Nov 2011*

- Led creative for Campbell's developing and launching sites for Campbells.com and Campbellnutrition.com within the space of 3 months earning a Web Marketing Association Outstanding Achievement award for the Campbell's Nutrition and Wellness Site.
- Established strong partnership with Y&R to launch 360 campaign for V8. Directly responsible for Art Direction, digital asset production and site UX.

PRIOR

Creative Director, Organic. *Sept 2007 - June 2011*

Associate Creative Director, DraftFCB. *Nov 2006 - Sept 2007*

Freelance Art Director, Genex, AOL. *May 2003 - Nov 2006*

Art Director, TWBA\Chiat Day. *Dec 2000 - May 2003*

Senior Designer, Plural. *Feb 2000 - Dec 2000*

Senior Designer, Blue Dingo. *July 1999 - Feb 2000*

Designer, Citibank. *July 1994 - June 1999*

CLIENTS

Google Primer, Genspace, SynbioLeap, Influenster, Newsela, United Airlines, USTA, Citibank, Reebok, PNC Bank, Zyrtec, Centrum, Gevalia, Tassimo, Aeropostalé, Betsy Johnson, Kraft, ING Direct, Campbell's Soup, V8, Breathe Right, BBC, P&G, The Hartford, Bank of America, Hess, Martha Stewart, HP, SC Johnson, Motorola, Target, AOL, AT&T, Jamaica Tourist Board, Kohl's, Trident, Acura, Kmart, Embassy Suites Hotels, NYC Public Schools

AWARDS

2012 Web Marketing Association Outstanding Achievement in Web Development Campbellnutrition.com

2009 Web Marketing Association Media Standard of Excellence America's Cheer

2008 Gold Houston Addy HP Campaign

2008 Silver Houston Addy HP Campaign

Diploma Graphic Design, Technikon Witwatersrand, South Africa

BA Economic History, University of Witwatersrand, South Africa