

# ELISA MINAMIDE

Senior Visual Designer with an emphasis on brand strategy and marketing

## EXPERIENCE

### Visual Design Lead, Ridwell

AUGUST 2022 – PRESENT

- Led and owned the visual design direction for marketing creative at a growing startup, including email, direct mail, paid and organic channels, photo and video
- Developed design systems and libraries to streamline creative workflows
- Implemented and documented new processes for creative requests, digital asset management, and cross-team asset sharing
- Oversaw and managed contracted video creators during a fall social campaign, providing key directives and feedback for 10 new Meta/TikTok video concepts

### Brand Designer, PlanetBox

MAY 2018 – AUGUST 2022

- Led creative strategy across marketing campaigns and product launches. Contributed to the overall business growth of \$1 million over 4 years.
- Led the development of the brand messaging and positioning to correspond with the visual brand language
- Developed a cohesive visual system to work across all brand touch points
- Art direction and execution on all creative collateral including packaging, website, email, and product launches
- Re-designed website during a web migration to Shopify Plus
- Supported business development growth opportunities leading to a wholesale partnership with Costco Canada
- Concepted and directed photo / video shoots for quarterly campaigns, working closely with our in-house photographer and contract videographers

### Graphic Design Lead, Electric Pen

FEB 2016 – MAY 2018

- Graphic Design Lead at a multi-disciplinary creative firm in a highly collaborative team environment
- Partnered with the Creative Director and Senior Designer on a range of projects, including brand development, web design, print collateral, tradeshow marketing collateral, and corporate presentations.
- Pitched concepts and design direction in client-facing scenarios
- Lead Designer for Deloitte Digital, a high-budget retainer client. Grew the client relationship through consistent deliverables, meticulous attention to detail, and day-to-day communication.

*Electric Pen leadership:*

- Client-specific Brand Ambassador: Deloitte Digital
- Promoted to Design Lead in February 2016

## EDUCATION

2009 – 2013

Cal Poly San Luis Obispo

BS, Graphic Communication

Emphasis on Web + Digital Media

## CONTACT

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[linkedin.com/in/elisaminamide/](https://www.linkedin.com/in/elisaminamide/)

760 504 3947

## WORK

[elisaminamide.com](https://www.elisaminamide.com)

[dribbble.com/elisaminamide](https://dribbble.com/elisaminamide)

## SKILLS

Art Direction

Illustration

Packaging

Brand Development

Print & Digital Marketing

## TOOLS

Adobe CC

Figma

ProCreate

GSuite

Asana



Currently residing in  
Seattle, Washington.