

ELIZABETH LINDE

I am a product and brand designer who takes a holistic, multi-disciplinary approach to design. Driven to make sense of the world, I craft user-centered design solutions that creatively solve problems.

CONTACT

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EDUCATION

DESIGN LAB
UX Design Academy Certificate
Expected Spring 2020

PORTFOLIO CENTER
Atlanta, GA
Graduate Studies Certificate
in Graphic Design

UNIVERSITY OF MONTEVALLO
Montevallo, AL
Bachelor of Arts in Art with a
concentration in Graphic Design
and minor in Sociology

SKILLS

Product Design, UX/UI
Branding & Strategy
Graphic Design & Typography
Packaging Design
Illustration & Icon Design

Adobe CC: Illustrator, Photoshop,
and InDesign

UI/UX tools, such as Sketch,
Figma, Invision, and Zeplin

Vector illustration, pattern design,
and photo-editing capabilities

Press run experience and print
production knowledge

WORK HISTORY

Design Consultant, Elizabeth Linde Design

February 2004 – Present / New York, NY & Columbus, OH

With over a decade of design experience, I offer a wide range of styles and design abilities, whether defining a brand's visual aesthetic or working strategically within an established brand. I am adept working remotely, on-site, independently, or within a collaborative team. Clients have included: Anthropologie, Avon, Bath & Body Works, Beardwood & Co., Johnson & Johnson, Victoria's Secret, Workstead, and various small businesses.

Senior Packaging Designer, Hollister

August 2018 – March 2019 / New Albany, OH

Responsible for the aesthetic and design standards for all personal care products. Researched relevant market trends providing context, strategy, and conceptual ideas for the brand's assortment. Partnered with Marketing, Regulatory, and Sourcing to ensure that business objectives and creative goals were met. Managed multiple project timelines, oversaw team's work, and art directed designer.

Freelance Senior Designer, Bath & Body Works

February 2018 – August 2018 / Reynoldsburg, OH

Supported the Body Care team, owning and designing within several existing brands and designing and producing new products for upcoming seasons.

Freelance Art Director, Avon

July 2014 – February 2018 / New York, NY & Columbus, OH

Developed global branding concepts and designs on products sold across the North American, European, Asian, and Latin American markets.

Senior Graphic Designer, Victoria's Secret Beauty

November 2004 – February 2009 / New York, NY

Designed within existing brands and developed new products. Collaborated with marketing and copy teams. Partnered with engineers and vendors to review samples and prototypes. Directed freelancers, photo retouchers, and production artists.