

Elizabeth CAPREOL

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EDUCATION

Parsons School of Design

BFA Communication Design 2017

Departmental High Honors

magna cum laude

Study Abroad, SACI | Florence, Italy

SKILLS

Adobe Creative Suite, Photoshop, Illustrator, InDesign, After Effects, Premiere, Lightroom, Bridge, Acrobat, Motion Graphics, DSLR Photography, Typography, Illustration, Screenprint, Letterpress, Intro Calligraphy/Hand Lettering, Intro Maya, Figma

AWARDS & RECOGNITION

Adobe Creative Jam
Competition Winner 2023

Society of Scribes
Scholarship 2017

Dean's Request 2017
Screenprinted poster requested
to be displayed in office of the Dean

Godiva Chocathon
48 Hr Challenge Winner 2016

One Kings Lane
Competition Winner 2013

VOLUNTEER

Muddy Paws Rescue NYC
Cake4Kids, GallopNYC

DESIGN EXPERIENCE

The Walt Disney Company | Creative Designer CONTRACT AUG 2022 - PRESENT

- Leading the creation of new marketing campaigns, working across Disney, Pixar, Marvel, Lucasfilm, and National Geographic on an international scale
- Art Directing owned campaigns including art direction on set for photo/video shoots
- Concepting and designing static and motion digital and print for paid media campaigns, OOH, landing pages, emails, social, exhibitions & events, style guides and more
- Delegating to a Jr. Designer, collaborating with teams internally and across the globe

Favor | Brand Designer OCT 2021 - APRIL 2022

- Collaborated on core rebrand of women's telehealth company
- Marketing design including digital, print, motion, packaging, social media
- Developed and illustrated custom iconography set for heyfavor.com

Penguin Random House | Senior Designer OCT 2019 - OCT 2021

- Marketing design for digital, print and social at Knopf Doubleday
- Full page work featured in *The New York Times*, *Entertainment Weekly* and more
- Digital designs include banner, social, email newsletters, Target video ads, cover animations, motion design, end cards, landing page creative and more
- Print designs include posters, postcards, advance book jackets and covers, event signage, swag, tri-folds, promotional favors, magazine/newspaper ads and more
- Custom content creation with illustration and photography—art direction, prop styling, photography and retouching/photo editing for shoots

Penguin Random House | Designer NOV 2017 - SEPT 2019

Airbnbmag (Hearst) | Art Assistant CONTRACT JUN 2017 - SEPT 2017

- Collaborated with the Art Department in house to assist in redesigning the magazine from scratch and designing layouts from FOB to BOB
- Commissioned and assistant art directed illustrators and lettering artists including Jessica Hische, Martina Flor, Nick Misani, Kyle Lettendre and more
- Researched and retouched art, managed Art Department's assets and mini wall

The Knot | Design Intern JUN 2016 - DEC 2016 SUMMER & FALL

- Designed FOB layouts for national and regional magazines
- Designed for print, web, and social media, managed the magazine wall and book
- Attended runway shows during NY Bridal Fashion Week to assist photography

Martha Stewart Weddings | Art Intern AUG 2015 - DEC 2015

- Designed FOB and BOB layouts, brainstormed spread concepts
- Created and mocked up design props, collaborated and assisted on photo shoot sets
- Managed Art Department's web content