

# ELIZABETH UTTING

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## QUALIFICATION PROFILE

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### Areas of Emphasis

- Creative Direction
- Visual Story Telling
- Design Production
- Large-scale Graphics
- Print & Digital Design
- Layout Design
- Brand Development
- Production Management
- Project Management
- Team Leadership

Highly creative design professional with extensive experience in creative direction, content production, and innovative design and brand development for start-ups and large corporations across gaming, biotech, and technology industries. Creating assets that support marketing communications, enable sales teams, and drive interest by collaborating across all levels of a company while motivating and inspiring team members to enhance communication and project management.

Demonstrated expertise in comprehensive visual design, creative direction, production standards and campaign execution; displaying an unwavering commitment to balancing brand coherence and consistency with fresh and original ideas. Well-versed in providing visual direction and improving turn-around times in fast-paced, time-sensitive environments while overseeing brand positioning. Proven record of success in team motivation and leadership, along with excellent communication and collaboration skills.

## PROFESSIONAL EXPERIENCE

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### IBM

#### Design Lead

January 2018 to Present  
Emeryville, CA

Develop and deliver engaging and attractive content for IBM Hybrid Cloud offerings by working closely with content marketers to discuss new concepts, ideas, and proposals for best visual presentation of stories. Successfully led the Agile integration of an acquired marketing team within the IBM Cloud group.

#### Selected Achievements:

- Streamlined operations, enhanced communication, and facilitated projects' completion by utilizing Agile methodologies and spearheading a competent marketing team.

### DATASTAX

#### Creative Design Manager

May 2017 to Nov 2017  
Santa Clara, CA

Developed and managed standards for design requests and turnaround times to successfully improve workflow and increased efficiency across worldwide project managers, digital strategists, events teams and designers. Increased brand awareness and cohesion through design standards. Resolved issues by providing creative and effective solutions while working closely with digital marketing strategists.

#### Selected Achievements:

- Successfully increased efficiency, output, and workflow, of creative assets by creating design workflow standards and managing a small team of design contractors.

### ASPERA

#### Senior Visual Designer

Feb 2013 to May 2017  
Emeryville, CA

Created an impactful visual identity for Aspera in collaboration with the Senior Director of worldwide marketing. Led the visual development and production of all graphic assets for advertising, marketing collateral, web, and large-scale trade shows. Supported Marketing Directors and Event Managers in all regions, APAC, EMEA, NA, SA, with production and project timelines. Enhanced efficiency and team communication by implementing a new project management tool across the WW marketing team. Continued to lead value proposition in a cohesive package across new verticals by working in close collaboration with sales, marketing, management, and engineering.

#### Selected Achievements:

- Created a strong visual identity of brand and translated across print, digital, and environmental graphics, resulting in improved brand recognition and value.
- Oversaw production of printed assets through content creation, review cycles, design, vendor communications, print production and shipping to ensure high-quality output.

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## PROFESSIONAL EXPERIENCE

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### AUDACITY

#### Creative Genius

Nov 2012 to Dec 2012  
Carlsbad, CA

Played a key role in optimizing the delivery and output within a small agency setting by learning the rhythm of the studio quickly and delivering assistance in the both creative and production of layout, illustration, and design. Designed customized and editable identity systems and templates for client to ensure continuous success for the client.

#### Selected Achievements:

- Supported in developing and providing brand identities for innovative biotech companies.

### EEDAR

#### Graphic Designer

Aug 2010 to Nov 2012  
Carlsbad, CA

Established design templates for various client reports and significantly streamlined turn-around time for final products. Collaborated closely with VP of Insights and Analytics, writers, and sales to create accurate data charts, and tables. Developed a sense of brand across internal communications, products, and business cards from existing logo. Led the process of high-volume image intake and touch-up for a new archive project. Helped maintain printers, scanners, and heavy duty paper cutter. Performed the voice-over work and all editing for a series of client-facing software training videos.

#### Selected Achievements:

- Successfully completed the design and production of their first large volume printed reports in significantly less time than budgeted.

## EDUCATIONAL BACKGROUND

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### Associates Degree in Graphic Design

The Art Institute of California, San Diego, CA

## TECHNICAL PROFICIENCY

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|-------------------|---------------------|-------------------|--------------------|
| • Adobe Photoshop | • Adobe Illustrator | • Adobe XD        | • Microsoft Office |
| • Adobe InDesign  | • Adobe Acrobat     | • Adobe Captivate | • Keynote          |