

# ELIZABETH BALBER

## ART DIRECTOR • GRAPHIC DESIGNER

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EDITORIAL • MARKETING • BRAND & IMAGE DEVELOPMENT • WEB DESIGN • LOGO DESIGN • PHOTO SHOOT PRODUCTION

### **BROWN HARRIS STEVENS** **MARKETING GRAPHIC DESIGNER**

New York, NY  
11/2019—Present

- Art direct and design for a broad range of real estate marketing projects
- Print, email and social graphic design
- Logo design

### **FREELANCE ART DIRECTOR**

New York, NY  
2009—Present

- Art direct and design a broad range of projects: marketing, digital publications, websites, magazine design, brand identity; art direct and produce national photo shoots. Select projects include:
- Art Director Westfield Style: custom published fashion magazine edited by Stacy London from TLC's What Not To Wear. Redesign of entire publication.
- Editorial Art Director/Creative Director: NY Real Estate, Junior Baseball Magazine, Youth Baseball Star Magazine, Barrier Islands Museum Book series, LI Parent Magazine.
- Photography Art Director Uncle Ben's: Modernizing the Uncle Ben's food brand through enhanced food photography as part of a revitalized Tequila/Chiat Day Advertising campaign.
- Art Director RAND Publications: Conceived and implemented an original 300-page book design on preventing underage drinking.
- Manage junior designers and other team members

### **GOODMAN MEDIA GROUP** **ART DIRECTOR**

New York, NY  
2007—2009

- Redesigned departments and features for Pilates Style and Chile Pepper, a fitness and lifestyle consumer magazine and a consumer food magazine, respectively.
- Art directed food, fitness, fashion and still life photo shoots, achieving a clean, sophisticated look; oversaw all aspects of the shoot, including hiring photographers, managing logistics and overseeing budgets.
- Recruited and managed illustrators and editorial interns.
- Designed marketing and promotional materials as well as web content for all publications.
- Collaborated successfully with editors and writers to develop conjoined story and art ideas.
- Manage junior designers and other team members

### **PLATINUM MAGAZINE** **ART DIRECTOR**

Boston, MA  
1999—2001

- Successfully redesigned Platinum, a women's fashion lifestyle magazine.
- Expertly art directed 10-12 national photo shoots annually.
- Achieved a striking new look for the publication, directly resulting in increased circulation, revenue from new advertisers, and newsstand distribution.
- Manage junior designers and other team members

### **SCHOLASTIC, INC.** **ART DIRECTOR**

New York, NY  
1992—1999

- Successfully delivered brand vision in custom publishing campaigns for clients of Scholastic Marketing Partners, the custom publishing arm of the \$1.5 billion publishing company.
- Served a diverse array of Fortune 500 clients, including Nickelodeon, Paramount, The US Armed Forces, Corning, Visa, Fujifilm, Quaker Oats, Georgia Pacific, McDonald's, The State of Florida, and the USDA.
- Designed posters, magazines, websites, and teacher and parent guides.
- Art Director for the successful launch of GIRLMagazine, a custom publication for The Girl Scouts.
- Manage junior designers and other team members

### **PREVIOUS EXPERIENCE** **ART DIRECTOR**

Business and Incentives Magazine, ADWEEK, ADWEEK Special Report, Child Magazine

### **EDUCATION**

New York University, New York, NY: BFA in Fine Arts  
Parsons School of Design, New York, NY: Coursework in Graphic Design

### **TECHNICAL SKILLS**

Highly proficient in all relevant software including Adobe Creative Suite