

Elizabeth Balber

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Senior Art Director with 30+ years of experience leading creative direction, brand identity, and editorial design across print, digital, and social platforms. Expert in visual storytelling, photoshoot art direction, and delivering high-impact creative solutions for national and Fortune 500 brands.

CORE SKILLS

Art Direction
Creative Direction
Creative Strategy
Brand Identity
Editorial Design (Print & Digital)
Concept Development

Digital Content Strategy
Social Media Marketing
Cross-Functional Leadership
Project Management
Marketing Campaign Design
Budget & Vendor Management

AI-Enabled Creative Workflows
Adobe Creative Suite
Figma
Sketch
After Effects
UX Design

PROFESSIONAL EXPERIENCE

Matter | New York, NY

Art Director

05/2021 – 01/2026

- Led art direction and photoshoot production for editorial content across Savory Magazine and Fresh Magazine.
- Directed creative strategy and visual direction for digital platforms, including website content and social media channels (Instagram, Facebook, Pinterest, and YouTube).
- Conceived and art directed a high engagement social media campaign, leveraging existing content and interactive social media voting to increase repeat visits and digital engagement.
- Developed detailed photo briefs and visual concepts for all shoots, integrating AI tools to improve efficiency and support creative ideation.
- Managed cross-functional creative teams of photographers, stylists, and graphic designers to deliver high-quality content.
- Led client presentations and creative reviews, ensuring alignment with brand vision and marketing objectives.

Farmasi | New York, NY

Art Director

11/2020 – 05/2021

- Led art direction and brand localization for a cosmetics and wellness brand's US market launch, adapting visual content to align with regional expectations.
- Directed the end-to-end redesign of the primary product catalog, establishing a new visual language used across future marketing materials.
- Designed and produced high-volume email campaigns and conversion-focused landing pages that aligned with the brand identity and supported ongoing marketing initiatives.

Brooklyn Roasting Company | Brooklyn, NY

Freelance Art Director

05/2020 – 04/2021

- Worked directly with the owner to redesign and refine the website visuals, ensuring a cohesive brand identity.
- Art directed and designed retail packaging, using color systems and layout hierarchy to communicate product origin, variety, and brand storytelling.
- Created custom packaging label designs for retail partners, adhering to multiple brand guidelines while delivering differentiated visual solutions.

Brown Harris Stevens | New York, NY

Art Director

11/2019 – 11/2020

- Art directed and designed real estate marketing collateral, including property-focused email campaigns, multi-listing newsletters, and print catalogs showcasing high-end listings.
- Led visual direction for digital and social media campaigns, delivering on-brand creative across email marketing, social platforms, and print materials.
- Developed custom logos and personal branding for individual agents, creating distinctive visual identities that could be leveraged across all marketing touchpoints.

Freelance Art Director | New York, NY

2009 – 2019

- Provided art direction and design services for national clients, including marketing campaigns, digital publications, websites, editorial design, brand identity, and photo shoots.
- Led a complete redesign of Westfield Style, a custom published fashion magazine edited by Stacy London from TLC's What Not to Wear.
- Directed the art design and marketing for Daily T Golf, NY Real Estate, Junior Baseball Magazine, Youth Baseball Star Magazine, Barrier Islands Museum Book series, and LI Parent Magazine.
- Modernized the Uncle Ben's food brand as the Photography Art Director; used enhanced food photography as part of a revitalized Tequila/Chiat Day Advertising campaign.
- Led the production and art design of an original 300-page book from concept to publication for RAND Publications.

Goodman Media Group | New York, NY

Art Director

2007 – 2009

- Redesigned departments and features for consumer fitness and food magazines, improving visual consistency and reader engagement.
- Art directed food, fitness, fashion, and still life photo shoots, managing photographers, budgets, and production from concept to delivery.
- Recruited and managed illustrators and editorial interns.
- Designed marketing and promotional materials and web content for all publications.
- Managed and mentored junior designers and team members.

Platinum Magazine | Boston, MA

Art Director

- Created a striking new look for the publication, resulting in increased circulation, revenue, and newsstand distribution.

Scholastic | New York, NY

Art Director

- Executed custom publishing campaigns for clients of Scholastic Marketing Partners, the custom publishing arm of the \$1.5-billion publishing company
- Worked with a wide array of Fortune 500 clients, including Nickelodeon, Paramount, the US Armed Forces, Visa, Fujifilm, Quaker Oats, Georgia Pacific, McDonald's, the State of Florida, and the USDA.

EDUCATION

Bachelor of Fine Arts (BFA) | New York University, New York, NY