

ELIZABETH WOJTOWICZ

SENIOR
DESIGNER

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PROFESSIONAL SUMMARY: Senior Designer with 14+ years building brand systems and multi-channel campaigns across digital, OOH, DOOH, and print. Currently serving as Creative Director at Ntootive, leading a team of four across multi-platform campaign work. Past engagements include a large-scale L.A. Care campaign that drove a 40% increase in click-through engagement and a 13% improvement in lead quality. Skilled at balancing hands-on execution with strategic oversight, and at using AI-assisted workflows to speed concepting and production without sacrificing polish. Based in Las Vegas, open to remote or Las Vegas-based Senior Designer roles.

EXPERIENCE

Ntootive – Senior Designer / Creative Lead (Full-Time)

Las Vegas, NV | Sept 2023 – Present

- Lead creative direction for rebrands and multi-channel campaigns across OOH, DOOH, digital, and print.
- Manage and mentor a team of three designers, setting standards, reviewing work, and guiding concept development.
- Own project execution end-to-end, including scoping, timelines, quality control, and final delivery.
- Integrate AI-assisted tools into the creative workflow to improve efficiency, accelerate iteration, and support stronger creative outcomes.
- Serve as the primary design authority on client accounts, ensuring brand integrity and strategic alignment.
- Collaborate with leadership, marketing, and technical teams to shape creative solutions that meet business and user needs.
- Drive consistent design systems and guidelines across all client communications.
- Independently solve complex design challenges under tight deadlines and evolving requirements.

Blue Endeavors – Senior Designer (Freelance, Part-Time)

Remote | Jan 2017 – 2024

- Acted as lead designer on mission-driven initiatives, translating research and data into clear, authoritative visual narratives.
- Led the visual strategy for infographics, reports, and decks used to secure funding and partnerships.
- Partnered with researchers and subject-matter experts to ensure accuracy, clarity, and visual credibility.
- Established visual standards and templates to support long-term consistency across teams.
- Worked autonomously within a fully remote, asynchronous environment while meeting high-stakes deadlines.

Back to Balance – Senior Designer (Full-Time, Contract)

Las Vegas, NV | Sept 2022 – Mar 2023

- Led design strategy for digital marketing and email campaigns, focusing on clarity and conversion.
- Directed a full website redesign, improving UX, visual hierarchy, and user flow.
- Defined and implemented a cohesive brand system across all digital touchpoints.

DROP Sauna + Athleticcuture – Branding & Design Consultant (Freelance, Part-Time)

Remote | Nov 2021 – Sept 2023

- Served as the lead brand consultant, defining visual direction across physical and digital experiences.
- Designed signage, packaging, email campaigns, and educational materials.
- Created brand guidelines and documentation to support scalable growth and internal alignment.
- Advised stakeholders on brand consistency and long-term visual strategy.

SENSA Weight Loss Systems – Senior Graphic Designer (Full-Time)

Los Angeles, CA | 2011 – 2013

- Led design efforts across newsletters, print collateral, social, and web assets.
- Helped evolve brand standards while maintaining consistency across retail and direct-response channels.
- Collaborated with marketing leadership to align creative execution with campaign goals.

SKILLS

Creative Leadership & Design Direction · Branding & Identity · Typography · Print & Digital Design · Team Mentorship & Feedback · Adobe Creative Suite · Trello · Creatopy · Photography Direction · Google Suite · Cross-Functional Collaboration · AI-assisted tools for ideation and workflow efficiency.

EDUCATION

Los Angeles, CA | Fashion Institute Of Design and Merchandising - Associates of Arts.