

ELIZABETH WOJTOWICZ

CREATIVE DIRECTOR

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PROFESSIONAL SUMMARY: Senior Graphic Designer and Creative Director with 10+ years of experience creating and elevating multi-channel campaigns and cohesive brand identities. Proven track record leading teams, collaborating with stakeholders, and delivering high-impact, results-driven creative across digital, print, and OOH. Skilled at balancing strategic vision with hands-on execution and leveraging modern tools, including AI, to enhance design workflows and storytelling. Based in Las Vegas, I'm now exploring designer roles in California, Las Vegas or remote where I can continue leading thoughtful, high-impact creative work.

EXPERIENCE

Ntooitive – Creative Director

Las Vegas, NV | Sept 2023 – Present

- Led multi-platform campaigns (OOH, DOOH, digital, and print) for diverse clients, including a high-impact L.A. Care campaign that delivered strong performance results, including a 3.5% increase in total unique call volume, a 13% improvement in call and lead quality, and a 40% increase in click-through and engagement.
- Directed a creative team of five, overseeing concept development, project timelines, and quality control.
- Collaborated with clients, leadership, and stakeholders to maintain brand integrity and deliver strategic, results-driven campaigns.
- Balanced creative vision with business objectives, budgets, and tight deadlines.

Blue Endeavors – Senior Designer

Remote | Jan 2017 – 2024

- Translated complex ocean conservation data into clear, compelling infographics and visual storytelling.
- Designed pitch decks that secured funding and key partnerships.
- Enhanced digital engagement through UI design and dynamic website elements.
- Developed mission-driven marketing materials, including email campaigns, event collateral, and merchandise.

Back to Balance – Senior Designer (Contract)

Las Vegas, NV | Sept 2022 – Mar 2023

- Created high-converting email campaigns and digital marketing assets that boosted client appointments.
- Redesigned the website for improved UX and increased conversions.
- Developed cohesive visual identity across all channels to elevate brand recognition.

DROP Sauna + Athleticcuture – Branding & Design Consultant

Remote | Nov 2021 – Sept 2023

- Crafted a unified brand experience across physical and digital touchpoints.
- Designed high-impact signage, packaging, and email campaigns.
- Created a brand style and educational content to build customer trust and consistency.

SENSA Weight Loss Systems – Senior Graphic Designer

Los Angeles, CA | 2011 – 2013

- Lead designer for newsletters, print collateral, social media, and web assets—boosting engagement and sales.
- Developed marketing collateral for retail and direct response.
- Collaborated with marketing to evolve the brand aesthetic and ensure cohesive messaging.

SKILLS

Art Direction · Brand Systems · Campaign Design (OOH / DOOH / Digital) · Team Leadership
Adobe CC · Figma · AI-assisted workflows · Photography Direction

EDUCATION

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

REFERENCES - Upon Request.