

## Elisabeth Bowerman

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Hi there! I'm a multidisciplinary designer with experience in print, branding, advertising, and digital design, my work is heavily influenced by positive user experiences and attention to detail.

## Work Experience

### **Chewy** | Product Designer

SEPT. 2021 - PRESENT

Currently the lead designer for Chewy's SEO team, managing the full product design cycle including proposals to C-Suite, cross-department workshops and research sessions, design execution and delivery. Designed the layout and ranking model of 900+ pages in our "Top Picks" project that launched in Oct. 2022, which educate customers about relevant products based on their needs. Collaborated with the Chewy Branding team on digital design considerations for their new brand guidelines. Previously worked with the Pet Life team as the primary visual designer on CarePlus Pet Insurance that launched in Apr. 2022.

### **Digital Products** | Product Designer

SEPT. 2018 - SEPT. 2021

Designed digital experiences across multiple interfaces for clients including T-Mobile, Walmart, and Biogen. Delivered high-quality products to clients with timelines ranging from 3 week sprints to end-to-end design and development over the span of 10 months. Mentored a 10-week apprentice class which included facilitating mock-client meetings and providing weekly 1-on-1 feedback sessions.

### **Tufts University** | Interface Design Course Assistant

JAN. 2021 - MAY 2021

Helped teach the Applied Interface Design course in the Human Factors Engineering department at Tufts. Facilitated in-class design workshops, graded weekly assignments and provided detailed feedback to 40+ undergrad and master's students.

### **MMB** | Junior Art Director

SEPT. 2017 - SEPT. 2018

Supported full-service ad agency projects as an art director, UX and graphic designer. Designed and delivered social, print and digital campaigns for clients like Under Armour, Foster Grant, Toyota and Hannaford.

### **Sleek Machine** | Freelance Art Director & Graphic Designer

SEPT. 2016 - AUG. 2017

Worked with the creative team as a UX designer, graphic designer and art director at a full-service ad agency. Clients included Boston Celtics, Autodesk, Nic + Zoe, Mini Cooper and SKYY Vodka.

## Education

### **Boston University**

BFA Graphic Design & Minor in Mass Communications - Class of 2017  
COMA Studio Workshop, Amsterdam, Netherlands - March 2017

## Skills

Adobe Creative Suite	Figma	Zeplin
Basic CSS & HTML	Miro	Wireframing & Prototyping
Principle	Procreate	Drawing & Painting
Sketch	Abstract	Branding