

Elizabeth Mair-Pratt

Hello! I'm Elizabeth, but you can call me Ellie. I'm an Art Director and Designer driven by strategy and pizza with a mission to bridge the gap between brands and human experience.



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Associate Art Director, Bear in the Hall

NEW YORK, NY | NOV 2021 - CURRENT

- Experience on set art directing video and photo shoots for ADT, Slynd and Adgile Media
- Craft and present pitch deck work that won regional and global brands such as Avaya, Safelite and Slynd
- Integral part of Avaya's global re-brand, involved in web design, brand guidelines, OOH content, and other brand assets
- Led social concepting and design for ADT, Google, Take Two, Slynd and Safelite
- Mentor junior designers and guide freelancers as needed

Senior Designer, Bear in the Hall

NEW YORK, NY | SEPT 2021 - NOV 2021

- Contributed to ADT's Pass the Protection Superbowl campaign, providing real-time assistance with social listening and graphics, resulting in 1.8 billion impressions.
- Motion and graphic design work for social, digital, print and OOH content for ADT, Google, LinkedIn, Slynd, Take Two and JaxJox
- Experience with DTC brands such as Take Two and Beyond Good for trade show booth design for Expo West and other product pop-ups

Graphic Designer, Bear in the Hall

NEW YORK, NY | DEC 2019 - SEPT 2021

- Crafted various design work and digital campaigns for ADT including our Safe at Home campaign during the pandemic which saw a +2700% organic lift
- Led Bear in the Hall social accounts leading to new business

Freelance Designer

WORLDWIDE | JUNE 2018 - CURRENT

- Concurrent with full-time roles at Bear in the Hall and Wonderful Machine
- Developed brand identities from concept to creation including website, logo, business cards, marketing materials and presentation designs. Industries included advertising, finance and food & beverage
- Customization of websites, specializing in Figma, Wix and Wordpress
- Hand-drawn illustrations for both digital and print purposes

Photo Editor, Wonderful Machine

PHILADELPHIA, PA | DEC 2018 - AUG 2019

- Managed a team of four photo editors
- Led overall design and concepting for new company site which resulted in a 10% increase in unique visits
- Everyday tasks included leading client calls and new business

Creative Intern, Ogilvy

SHANGHAI, CN | JULY 2018 - OCT 2018

Creative Intern, Temple Athletics

PHILADELPHIA, PA | NOV 2017 - MAY 2018

Social + Creative Intern, GTB

DETROIT, MI | JUNE 2017 - AUG 2017

Graphic Design Intern, Mercury13

NEW YORK, NY | MAY 2016 - OCT 2016

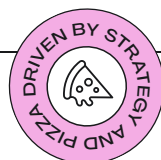
EDUCATION

Certificate in Graphic Design

University of the Arts, 2019

BA in Visual Studies

Temple University, Tyler School of Art
2014 - 2018



SKILLS

Photoshop	Concepting	Presentation Design
Illustrator	Figma	Photography
InDesign	Wix	Printmaking
AfterEffects	Microsoft Office	Detail oriented
Premiere	Storyboarding	Pizza making