

ELLEN SKIFF

January 2025

SR. BRAND DESIGNER

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Brooklyn, New York

A multidisciplinary design professional with a track record of success in leading the development of engaging and brand-aligned designs for global clients. Adept at communication, conceptual thinking, and connecting with clients, colleagues, and diverse audiences to achieve all organizational objectives.

TECHNICAL SKILLS

- Figma
- Adobe Creative Suite
- Google Suite
- Notion
- Asana
- Monday

CORE STRENGTHS

- Collaborator and strategic thinker
- Multi-channel brand steward
- Art and pop-culture savvy
- Multidisciplinary design expertise
- Storytelling and narrative craft

CLIENTS

- MakersPlace
- Rockefeller Center
- Nike
- Jordan
- Spotify
- Converse
- Rapyd
- MintNFT
- Kaiser Permanente
- Campbells

EDUCATION

B.F.A., Communication Design

2017, Pacific Northwest College of Art, Portland, OR

CAREER HIGHLIGHTS

Developed and executed a successful marketing strategy for high-profile artist exhibitions, including creating engaging content and building community engagement, contributing to increased visibility and sales on the MakersPlace platform.

Led the conception and crafting of innovative design projects across many mediums for various Known clients, including the primary client, Rockefeller Center.

Produced pixel-perfect responsive website designs and UI guidelines for Thesis Agency, alongside award winning teams of creatives, developers, producers, and strategists.

Acquired and secured an exponentially growing client base for Airship on a global scale by developing original product launch materials, one-sheets, event collateral, case studies, and advertising graphics.

PROFESSIONAL OVERVIEW

MakersPlace NYC, New York

2024

Brand Designer

- Led brand development for events, social media, and website, boosting visibility and engagement.
- Partnered with curators to design digital exhibitions, enhancing artist showcases.
- Created unique merchandise, print materials, and organized design systems for brand consistency.

Known NYC, New York

2022–2023

Senior Designer

- Engineered and executed dozens of end-to-end design concepts that stood out in the marketplace and went above and beyond what was expected in the creative brief.
- Integrated Figma with design systems and libraries to two different teams, cutting turnaround times in half and increasing efficiency.
- Collaborated with senior creatives to brainstorm, ideate, and produce engaging, on-brand content across social media channels resulting in videos reaching 1 million views or more

Thesis Portland, OR

2019–2021

Designer

- Communicated ideas and crafted visual designs and experiences by creating or utilizing existing design systems with guidance from Design Directors.
- Advanced and inspired visual aesthetic of several large-scale projects and pitches for multiple Fortune 500 clients.
- Conceptualized and created a comprehensive UI Guideline for developers at Converse to use to create e-commerce websites for 10+ countries.

Airship Portland, OR

2018 to 2019

Production Artist

- Led imagery revitalization initiatives to update designs in alignment with brand guidelines.
- Expanded Instagram followers by 493% by utilizing creative digital outreach strategies to manage the company's social media presence.
- Constructed attractive logo and badge designs that inspired internal product launches, resulting in branded merchandise that was highly requested by staff and customers.