



LIZ SAMUELSON

Passionate, business-minded creative who transforms brands and activates audiences with engaging, impactful work.

EDUCATION

Ohio University
Bachelor of Fine Arts
Double Major in
Graphic Design
& Photography
2000–2004

ACHIEVEMENTS

Graduated with
Honors, Cum Laude
University Special
Talent Award, 2002
Fine Arts Scholarship, 2003
CSCA Creative Best, Award of
Excellence 2013

SKILLS

Creative Direction
Brand Development
Digital Content Strategy
UI/UX

CONTACT

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PROFESSIONAL EXPERIENCE

Creative Director

500 Degrees Design Studio, April 2020–July 2023
Clients: Burger King

Creative direction for a team of designers, art directors, motion artists and copywriters on merchandising for over 7,000 Burger King locations. Includes all national, local and test markets' digital menu boards, packaging, signage, digital display ads, billboards and more.

Digital advertising and A/B testing to optimize click-thrus and further segment markets. Concept unique digital ideas for different media platforms. Help Burger King follow best practices for the digital space.

Stewarding a recently launched visual identity for Burger King, turning pages in a brand book into real-life work. Direct food photography used nationwide at every Burger King restaurant including global markets.

Associate Creative Director

Kreber, April 2018–December 2019
Clients: Bed Bath & Beyond, Thirty-One Gifts, Club Car, Libbey

Lead a team of seven direct reports of designers, art directors and photographers on a wide variety of projects across multiple industries. Includes high-volume content creation for omni-channel marketing campaigns, email, UI/UX, print catalogs and brand guidelines. Ensure projects are completed to a high standard—on time, on budget and on brand. Regular check-ins with the team to provide feedback and identify opportunities for career growth.

Direct photography and videography including pre-production planning and post-production editing. Identify talent, scout locations, design room sets, collaborate with script writers and storyboard artists, and select photographers and stylists. Work directly with client to make sure objectives are achieved.

Cross collaborate with account, sales, and financial teams to ensure the creative team is supporting company-wide objectives. Contribute to RFPs, pitches, spec work, decks and test shoots for new business.

Art Director

Epsilon, April 2013–April 2018

Clients: Red Lobster, Olive Garden, JP Morgan Chase, Purina, Ann Taylor, Sbarro Alliance Data

Art directed large-scale, multi-day photoshoots on regular basis—capturing images used for restaurant merchandising and advertisements. Managed teams of food stylists, photographers, photo assistants, and photo retouchers. Worked directly with client on set to meet objectives. Moved the client's photography into a more relevant direction.

Concepted in-store merchandising for that encouraged guests to: show preference towards particular menu items, buy gift cards, engage with the brand through social media, and participate in contests and giveaways. Designs included email campaigns, lobby banners, posters, table top displays, menus, social engagement pieces, staff attire and national advertisements.

Associate Art Director

Bath & Body Works, June 2013–June 2014

Concepted and created innovative online shopping experiences for a Fortune 500 company. Collaborated with the Lead Art Director to design the UI for a new website that engaged customers, elevated the brand and drove sales. Developed processes to control quality and ensure timely execution of thousands of digital assets.

Concepted and designed emails for a million-plus CRM database. Multiple emails were sent on a daily basis to targeted customer segments. Collaborated with marketing teams and contributed to an increase in mobile sales conversions through a designed email testing process.

Creative Director & Founding Partner

Fulcrum Creatives, Jan. 2009–July 2013

Clients: Columbus Museum of Art, The Nature Conservancy, Ohio Arts Council, U.S. Green Build Council

Responsible for every aspect of running a branding studio including art direction and design, new business growth, account management, marketing, operations, management and even a little bit of bookkeeping! Increased profits year-over-year and employed multiple designers and developers.

Focused primarily on the nonprofit sector; concepting and executing brand identities and messaging for local and national organizations. Projects included database driven websites, multimedia touch screens, video, photography, marketing collateral, exhibition & trade show graphics, UI/UX, and inbound marketing campaigns.

UI/UX Art Director

Momentum, 2006–2007

Sr. Graphic Designer

Freelance 2003–2006

Jr. Graphic Designer

Ohio University, 2003–2004