

Lillian Ewert

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PORTLAND, OR

I blend creativity with technical expertise to craft engaging online experiences. With a strong foundation in design principles and a focus on enhancing user interaction, I'm dedicated to driving online sales through visually compelling content. I'm ready to deliver results and elevate the eCommerce journey.

WORK EXPERIENCE

Creative Designer

Columbia Sportswear / November 2023 - Present

- Collaborated seamlessly with copywriters to conceptualize and execute visually captivating e-commerce email designs, ensuring a harmonious alignment with brand guidelines.
- Utilized AEM (Adobe Experience Manager) to proficiently design and develop website pages and promotional banners for e-commerce, incorporating feedback garnered through comprehensive reviews.
- Applied design problem-solving skills to innovate and redesign website layouts and email campaigns collaboratively with team members, fostering creativity and enhancing overall user experience.

Graphic Designer

SockClub / December 2018 - November 2023

- Proven track record of partnering with multiple clients simultaneously, using brand guidelines to deliver exceptional user-centric product designs.
- Balanced client workload with internal projects, fostering company growth. Collaborated cross-departmentally to drive effective communication to solve design problems.
- Built out a captivating company culture landing page on our e-commerce website, resulting in a boost in both sales and website traffic.

Digital Stylist

Stitch Fix / September 2017 - November 2018

- Applied innovative, outside-of-the-box thinking to problem-solving and process improvement, resulting in significant gains in consumer brand awareness and surpassing sales growth objectives.
- Demonstrated exceptional attention to detail while styling clients, leveraging customer feedback gathered through online platforms to deliver tailored and highly satisfying experiences
- Created, curated, and edited engaging content for the company's internal newsletter.

EDUCATION

UX Design with specialization in UI Design

Career Foundry

Apparel Design and Merchandising Management

Oregon State University

REFERENCES

Layla Hubbard

Sock Club
+1 503-887-2409
layla@sotmclub.com

Kalah Manaongdo

Stitch Fix
+1 512-773-3442

SOFTWARE SKILLS

Adobe Creative Suite
Adobe Experience Manager
Emarsys
Figma
Sketch
Squarespace
Wordpress
Pixieset
Asana
Trello
Canva
Hubspot
Microsoft Office Suite
Google Drive
HTML/CSS