



Elliot Louis Bollefer

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RÉSUMÉ

I am a graphic designer out of Southern California who specializes in **branding & identity, motion graphics, package design, illustration, UX/UI design, poster design, and presentation building.**

My work includes designing for individual clients and design firms. I hold a Fine Arts degree in graphic design from California State University, Long Beach.

PORTFOLIO:

elliottlouisart.com

LINKEDIN:

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@elliottlouisart

EXPERIENCE

Graphic Designer (Feb 2017 - Present) **Elliot Louis Graphic Design, Riverside, CA**

Starting Over, Inc., Riverside, CA
Fill Pockets Not Prisons & Raise The Gate - Advocacy Campaigns
Developed campaign titles, taglines, and copy, logos, typography systems, color palettes, and visual language for all campaign collateral. Created custom artwork for multiple applications including print and social media. Conducted interviews, surveys, and research. Built presentation decks and pitched campaigns.

TH Creative Co., Los Angeles, CA **Levi's Holiday 22 Campaign**

Production. Organized HD photo assets in Dropbox. Replaced lo-res images with HD for export to client. Built GIFs for social media. Recreated custom typography for use across multiple channels. Placed assets for print production, email, & social media.

DIY Solar Power, Los Angeles, CA **Website & Online Store**

Art & Infographics. Created infographics to communicate service model and illustrate solar power system comparisons to clients. Edited and updated product images for online storefront.

Branding and Identity: *Amanda Michelle Social Media Management, Logo Design: Studio Jesso, The Fearless Music Podcast, Honeysuckle Wellness, Physician's Record Network, T-Shirt Design: Tom and Jeff Watch Batman, Expeditors Houston, Commissioned Illustration Work*

BFA Graphic Design (Sep 2019 - Dec 2022) **California State University, Long Beach, CA**

Designory, Long Beach, CA **Nissan - Case Study**

Collaborative team of 5. Researched and developed target demographics and key marketing strategies. Conceptualized product launch campaign and incentive programs. Built animated demo of UX/UI for gaming application. Constructed and animated presentation decks. Student work.

Edenspiekermann, Los Angeles, CA **Star Alliance - Case Study**

Conducted surveys and research to develop app concept for target demographic. Built animated demo of UX/UI for travel app. Constructed and animated presentation decks. Student work.

Stranger & Stranger, San Francisco, CA **Old Overholt - Case Study**

Created new identity for mid-tier spirit company rebrand. Designed and built prototypes of bespoke packaging for mid-tier & high-end product. Developed concept for high-end expression. Created product name, branding, artwork, and copy. Student work.

Branding and Identity, Packaging Design, Motion Graphics, UX/UI Design

EDUCATION

Bachelor of Fine Arts Graphic Design
California State University, Long Beach, CA
Magna Cum Laude

SKILLS

Design:

Identity & Branding
Logo Design
Motion Graphics
Package Design
Illustration
Typography
Composition & Layout
Copywriting
Presentation Decks
Production Prep
Visual Merchandising

Management:

Team Leadership
Coaching
Project Management
Communication
Operations & Support

Tools:

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Figma
Adobe XD
Microsoft Office Suite
Google Docs Suite
Slack
Zoom