LISE YELLEN

CREATIVE DIRECTOR, ART

CONTACT

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Northern California

SKILLS

- **Digital Design:** Mobile apps, responsive websites, email campaigns, design systems
- **Art Direction:** Video storyboards, TV spots, film, photoshoots
- **Innovation:** Generative AI image editing with tools like Photoshop, Firefly, and Midjourney
- **Leadership:** Experience leading multi-disciplinary teams, collaboration in remote settings
- **Soft Skills:** Adaptable, versatile, effective collaboration, post-pandemic workflow

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EDUCATION

Bachelor of Arts

Whitman College

1985 - 1990

Double major in music and dramatic art. Graduated with honors, Phi Beta Kappa

Continuing Study and Certifications

- University of California, Irvine - Performing Arts
- Cal Arts - Graphic Design
- Art Student's League of NYC - drawing, oil painting, and watercolors
- Google Certification - UX Design
- Figma Advanced User

PROFESSIONAL SUMMARY

Experienced Creative Director with a passion for digital innovation and a proven track record in leading cross-functional teams in creating impactful digital content for globally recognized brands. A pioneer in the digital realm since the early 2000s, specializing in art direction, design, and emerging technologies. Proficient in UX/UI design, social media design, and adept at incorporating generative AI tools. Proven leadership skills in leading multi-functional teams with a strong portfolio, including work for AbbVie Inc, Colgate-Palmolive, The New York Times, Kohl's, L'Oreal, Nikon, MasterCard, and Polo Ralph Lauren.

WORK EXPERIENCE

Art Supervisor

Eversana Intouch — 2020 - present

- Led the design and launch of RINVOQ AD website for AbbVie Inc., implementing a responsive design system.
- Developed a mobile-first website for MAVYRET, optimizing for WCAG accessibility compliance.
- Created storyboards for regional sales rep conference video and rich media digital campaigns.
- Facilitated the agency's transition to the Knak system for template-based marketing emails.
- Optimized Knak email system for RINVOQ, ensuring brand consistency and WCAG compliance.

Creative Director

VML/Y&R — 2014 - 2019

- Led teams for Red Fuse, Colgate-Palmolive's AOR, in creating omnichannel advertising campaigns.
- Redesigned the Colgate Oral Care Center, optimizing for search and multiple screens.
- Won international workshop for Colgate Optic White's "Smile When You Mean It" campaign.
- Contributed to the Colgate "Save Water" Super Bowl campaign and other digital assets.

Senior Product Designer

Zazum Inc. — 2011 – 2012

- Launched the mobile shopping app See Love Buy in 6 weeks, winning an ad:tech innovation award.
- Led a multi-disciplinary team, designed UX/UI, and presented work to investors and the board.

Creative Director, Associate

McCann Relationship Marketing — 2006 – 2009

- Pitched and won the digital advertising account for Kohl's.
- Launched the "Simply Vera Vera Wang" digital campaign for Kohl's.
- Contributed to award-winning digital advertising for Nikon, Mastercard, and Bertolli.

Senior Designer

Polo Ralph Lauren — 2003 – 2006

- Created seasonal product imagery and style-related content for the Polo website.
- Designed assets for digital marketing campaigns, print, online display ads, and event invitations.