



Liz Laccetti

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Programs

Adobe Creative Suite
(Photoshop, Illustrator, Figma
After Effects, InDesign, Firefly)
Project Management
(Asana, Monday, Workfront)
Google Suite & Microsoft Office

Skills

Fast-Paced Time Management
Creative Problem Solving
Cross-Functional Collaboration
Agile and Receptive
HTML Understanding

Education

Montclair State University
Bachelor of Fine Arts (BFA)
Graphic Design, Cum Laude

Professional Experience

- | | |
|------------------------|---|
| Nov 2024
Present | Designer
Newell Brands, Remote & Hoboken, NJ |
| | <ul style="list-style-type: none">- Concept and design omni-channel assets across packaging, store displays, eCommerce sites, and email.- Participate in brainstorming sessions to develop innovative design solutions.- Present creative concepts to internal teams with thoughtful rationale and articulation of brand strategy.- Utilize AI programs to help build storyboards for photo and video shoots. |
| Jan 2022
Aug 2024 | Senior Designer - DTC Creative
Constellation Brands, Remote |
| | <ul style="list-style-type: none">- Collaborated with 7 luxury wine brands to design exclusive creative assets.- Designed engaging content for email campaigns, brand websites & printed materials for shipment and on-site hospitality experiences.- Enhanced and refreshed creative materials to align with evolving brand strategies.- Implemented feedback to enhance project quality and performance.- Successfully executed multiple projects, consistently meeting or surpassing deadlines. |
| Nov 2020
Jan 2022 | Senior Designer - E-Commerce CX
Reckitt, Remote |
| | <p>In addition to the tasks of the Junior Designer role, the Senior role consisted of:</p> <ul style="list-style-type: none">- Assisted with hiring of new creative team members by reviewing applications, communicating with candidates and scheduling interviews.- Trained new creative team members and coached them with feedback and guidance.- Led design workshops to collaborate with designers across multiple teams.- Doubled conversion rate on by implementing a new creative and benefit story.- Built templates for new shopping experiences including Amazon Brand Stores, CVS brand stores and a fast delivery landing page. |
| July 2019
Nov 2020 | Junior Designer - E-Commerce CX
Reckitt, Parsippany, NJ |
| | <ul style="list-style-type: none">- Contracted by 121 Corp. to collaborate in-house with the eCommerce CX team.- Conceptualized ideas to optimize user experience and boost conversion rates for 15+ brands in the CPG category.- Designed creative assets for product display pages (PDP), brand stores, paid media, emails and virtual shopping events across eCommerce platforms including Amazon, Target, CVS, Walmart, Kroger, etc.- Established the digital look and feel for new products, campaigns and events with original and strategic content.- Produced assets for A/B testing to assess consumer behavior and maximize profitability.- Effectively managed multiple projects to ensure timely delivery. |
| July 2016
July 2019 | Graphic Designer
Today's Business, Pine Brook, NJ |
| | <ul style="list-style-type: none">- Handled time-sensitive deadlines in a fast-paced, digital marketing agency.- Developed creative concepts for clients in a multitude of industries.- Designed high-quality visuals including: paid ads, social graphics, email layouts, print materials, motion graphics, website mock-ups and photo edits. |