



Elizabeth Ropp

Interactive Designer
Chattanooga, Tenn.

<http://www.elizabethropp.design>

Education

Bachelor of Arts, Studio Art & English

May 2013

Wake Forest University
Winston-Salem, North Carolina

Honors

Eleanor Layfield Davis Scholarship

2012 - 2013

Wake Forest University
Winston-Salem, North Carolina

Undergraduate Research Fellow

May 2012

Wake Forest University
Winston-Salem, North Carolina

Community Involvement

Director of Communications

February 2015 - Present

AIGA Chattanooga, Board of Directors
Chattanooga, Tenn.

Leadership

February 2014 - March 2016

Code XX Ladies
Chattanooga, Tenn.

Proficiency

InDesign	★	★	★	★	★
Illustrator	★	★	★	★	★
Photoshop	★	★	★	★	★
Sketch	★	★	★	★	★
HTML5/CSS3	★	★	★	★	★
Bootstrap	★	★	★	★	★

Experience

September 2015 - Present

Interactive Designer
Smart Furniture, Chattanooga, Tenn.

Responsible for creating high-level design concepts and executing those solutions for SmartFurniture.com's digital channels including, but not limited to cross-channel seasonal branding, site & mobile UX/UI, email, homepage & web marketing. Lead creative for flagship store, Smart Furniture Studio, including the creation of window displays, retail accessories and local advertising.

March 2013 - Present

Freelance Designer
Chattanooga, Tenn.

Over three years experience developing engaging and innovative designs for clients in a broad range of industries including PR agencies, non-profits, and start ups. Highly adept at visual strategy, UX/UI consulting, identity & branding, data visualization, and editorial layout.

September 2013 - September 2015

Assistant Director of Communications,
In-house Graphic Designer
McCallie School, Chattanooga, Tenn.

Graphic designer and project manager for cross-departmental needs. Projects included a redesign of the school's homepage & UI/UX consulting, a redesign of the school's alumni magazine special edition, assistance in implementing new branding school wide, designing & branding collateral for various fundraising campaigns, infographics for both web & print, brochures, booklets, direct mailings, donor reports, and other marketing materials.

Let's Talk

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