

# LARISA EPP

## GRAPHIC & WEB DESIGNER

Creative and ambitious design professional with 8+ years of experience creating and delivering original design solutions. Seeking to leverage my expertise and advance my career as a Senior Graphic Designer or Art Director.

larisaepdesigns.com • larisaep@gmail.com • 402.440.3974 • linkedin.com/in/larisaep • Eden Prairie, MN

## EXPERIENCE

### Graphic Designer II

*Nelnet Business Services (NBS) | Dec. 2021 – Current*

- Provide art direction and feedback to other designers
- Develop strategic design solutions across a variety of mediums, elevating brands and their visual identities while maintaining high standards
- Contribute to and occasionally lead creative concepting sessions, resulting in the ideation of polished concepts
- Present concepts by myself and as part of a team to key stakeholders
- Lead the 2023 Culture Committee in devising and executing initiatives to enhance and cultivate team culture in a virtual environment

### Freelance Designer & Copywriter

*Larisa Epp Designs | Jan. 2018 – Current*

- Communicate with current/prospective clients and manage multiple projects concurrently, prioritizing tasks effectively to meet deadlines
- Design and develop visually appealing websites for various clients, ensuring user-friendly navigation and responsive design
- Create custom graphics, logos, and visual assets that effectively convey brand identities and values
- Write and edit engaging copy for websites, blog posts, and newsletters

### Web Designer

*Automated Systems, Inc. | Dec. 2019 – Nov. 2021*

- Executed website redesigns from research to wireframes to development to launch for various community banks and for Insite Data Services
- Designed all marketing materials for the Insite Annual Users' Conference
- Aided with the design and conception of all marketing materials, including social media graphics, sell sheets, e-newsletters, and email campaigns
- Collaborated with the development team to improve the UI/UX of products such as the mobile app, online banking system, and other banking software

### Marketing & Event Coordinator - Graphic Designer

*University of Nebraska State Museum | June 2019 – Dec. 2019*

- Developed and implemented the brand's design-style guide
- Devised and implemented marketing efforts and campaigns for events, membership drives, and education offerings
- Designed all marketing materials (print, digital, email, social, etc.)
- Coordinated/managed private event rentals and supervised student workers

## SKILLS

Graphic Design

Web Design

Art Direction

Illustration

Branding & Identity

Creativity

Typography

Collaboration

Leadership Skills

Concept Development

Presentation Skills

Communication Skills

Project Management

Attention to Detail

## LEADERSHIP

### Emerging Leaders Program

*Nelnet*

*Jun. 2023 – Current*

### Career Passport Accountability Group Leader

*Nelnet Business Services (NBS)*

*Apr. 2023 – Current*

### Culture Committee Chair

*Nelnet Business Services (NBS)*

*Jan. 2023 – Current*

## RECOGNITIONS & AWARDS

### Thrive Award

*NBS Marketing Thrive Conference 2023*

### Gold ADDY

*2020 Nebraska ADDY Awards*

*Category:* Student Integrated Consumer Campaign

*Campaign:* Wienerschnitzel: Let's Be Frank

*Team:* UNL 2019 NSAC Team

### Dean's Award for Academic Excellence

*Honors Day 2020*

## EDUCATION

### University of Nebraska-Lincoln

*Graphic Design, Bachelor of Arts*

*Advertising & Public Relations,*

*Bachelor of Journalism*

## TOOLS & LANGUAGES

• Adobe Creative Suite

• Microsoft Office

• Google Suite

• Canva

• Figma

• Sketch

• HTML/CSS

• Javascript

• jQuery

• Spanish

(elementary)

• PC/Mac