# Aliza Morris

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## Art Director | Senior Graphic Designer

### Elevate Brands through Cross-Channel 360 Campaigns

A versatile Art Director and Senior Graphic Designer with a proven track record of leading creative projects from concept to execution. Known for designing high-impact visuals that boost engagement and drive business growth. Thrives in collaborative environments, leveraging expertise in branding, web design, and art direction to deliver innovative and compelling visual solutions.

**Core Competencies include:**

**Creative Leadership and Collaboration**: Can lead cross-functional teams and mentored junior designers, ensuring creative projects aligned with broader business goals while maintaining high-quality design standards.

**High-Impact Design for Marketing:** Drove significant conversion increases through A/B testing, optimized email templates, and social media visuals that enhanced user engagement and promoted brand objectives.

**End-to-End Project Management:** Successfully managed design projects from concept to completion, consistently meeting deadlines in fast-paced environments while maintaining meticulous attention to detail and organization.

**Art Direction and Visual Storytelling:** Oversaw photoshoots, presentations, and major events, using creative direction to deliver visually compelling narratives that resonate with audiences and stakeholders alike.

## Areas of Expertise

Graphic Design | Art Direction | Editorial Design | Web Design | Typography | Project Management | Deadline Adherence | Planning | Collaboration | Creative Problem Solving | Visual Storytelling | Presentation Design |Brand Consistency | A/B Testing | Team Leadership

**Technical Skills**: Photoshop, InDesign, Illustrator, Figma, PowerPoint, Microsoft Word, Box, Monday.com

## Professional Experience

**DENTSU CREATIVE**, USA, Remote, CA

**Senior Art Director, T- Mobile for Business**                              **2025 - Present**
Led and designed creative for campaign and organic social within a fast-paced B2B environment. Delivered best-in-class creative that aligned with brand strategy and platform needs, while navigating tight timelines and small budgets.

- Created compelling campaign and social content across multiple platforms, consistently meeting business goals and client expectations.
- Leveraged stock photography, compositing, and visual storytelling to produce impactful work that maintained brand integrity and visual excellence.
- Leverage AI tools to enhance creative development using data-driven insights to inform and elevate design solutions across campaigns.
- Collaborate closely with copywriters and creative directors to pitch, refine, and present ideas aligned with brand tone and strategic goals.
- Mentor junior designers and foster a collaborative, high-output team environment while ensuring consistency and quality across all deliverables.

**RODAN + FIELDS, LLC**, San Ramon, CA

**Senior Graphic Designer**                                                                                          **2019 - 2024**
Designed and produced high-quality visuals across various marketing channels, including web, email, packaging, and social media. Led design efforts for field marketing initiatives, presented creative concepts to stakeholders, managed and directed photoshoots for seasonal promotions and served as Art Director and Senior Designer for large conventions. Collaborated with cross-functional teams to ensure creative aligned with broader business goals and strategies.

- Developed A/B testing designs, contributing to 25% increase in conversion rates by enhancing user experience, streamlining navigation, and incorporating visually appealing call-to-action elements.
- Increased click-through rates by 30% by redesigning email marketing templates, and optimizing layout, visuals, and call-to-action positioning.
- Created engaging social media graphics, boosting engagement rates by 40% through innovative visual storytelling and targeted content alignment.
- Designed promotional materials for consultant enrollment program, increasing enrollment by 50% within 3 months by leveraging persuasive visuals and clear communication strategies.
- Developed graphic presentations to communicate mood, emphasis and insight for Executive reviews, supporting executive decision making.
- Collaborated closely with copywriters, creating visually appealing content that accurately reflects brand message.
- Helped oversee work of 2 production artists, guaranteeing quality and consistency.

**WILLIAMS SONOMA INC**, San Francisco, CA                                                           **2014 - 2019**

**Senior Graphic Designer**                                                                                          **2018 - 2019**
Oversaw Internet Creative team of 2 designers in developing visually compelling marketing materials that drove 50% of Williams Sonoma eCommerce revenue. Ensured design quality through rigorous review processes, and effective time management to meet project deadlines.

- Personally designed, uploaded and performed UAT testing of daily, time-sensitive promotions seen on homepage and website, driving sales and supporting year over year daily growth.
- Maintained organized archives of all completed projects for future reference, contributing to accurate data used weekly to compare years and drive creative marketing decisions for daily promotions.
- Developed seasonal content landing pages, driving web traffic and conversion rates on product featured.

**Graphic Designer**
- Received Catch the Spirit Award, 2016, recognizing and rewarding associates who consistently embrace the values of Williams Sonoma, Inc. and embody the spirit and culture of the company.

**SEPHORA**, San Francisco, CA

**Junior Graphic Designer**                                                                                          **2013**
Supported Art Directors and cross-functional teams by designing visually engaging content for variety of platforms, including mail campaigns, digital marketing, and in-store signage.

- Designed digital marketing and retail signage, supporting internal marketing and sales floor presentation for Sephora inside JCPenney.
- Revised and iterated designs based on feedback, ensuring final assets were delivered on time and met high-quality standards.
- Created designs, ensuring consistency in style, fonts, and branding across all touchpoints, both online and offline.

## Education

**Associate of Science (AS)**, Graphic Design, The Art Institute of California, San Francisco, CA
**Associate of Arts (AA)**, Liberal Arts, Cabrillo College, Aptos, CA