

**ELENA BOGGIO**  
elenaboggio.com

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**Designer with 3+ years of experience specializing in Branding and UI/UX Design. Offer a distinct multidisciplinary perspective and approach to design, integrating Marketing, Design and Psychology principles into work, resulting in visually stunning solutions informed by the human experience and aligned with business objectives. Skilled in collaboration with internal and external stakeholders. A natural self-starter and proactive problem solver.**

## EDUCATION

### **Northeastern University**

*Boston, MA (2018 - 2022)*

B.S. in Business Administration and Design; Concentration in Marketing and Experience Design  
Minor in Psychology  
3.8 GPA

### **John Cabot University**

*Rome, Italy (Fall 2018)*

## SKILLS

Graphic Design  
Brand Identity Design  
UI/UX Design  
Typography  
Photography  
Copywriting

## TOOLS

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe XD  
Adobe Lightroom  
Figma  
HTML/CSS

## EXPERIENCE

### **Brand Manager & Designer, House of Coco Interiors**

*Remote (January 2023 - Present)*

Ideate and design social media content and marketing collateral to increase brand awareness and maintain cross-platform consistency. Develop copy for social media and company website to reflect brand voice. Design and update Squarespace website.

### **Freelance Designer & Photographer**

*Boston, MA and NYC Tri-State Area (June 2015 - Present)*

Design logos and websites for small businesses to establish brand identity and online presence. Photograph professional and aspiring models, and other clientele. Produce professional headshots and editorial work.

### **Creative Services Co-op, Boston Beer Company**

*Boston, MA (January - July 2022)*

Designed print and digital collateral (including menu cards, posters, banners and advertisements) for Samuel Adams, TRULY, Twisted Tea and Dogfish Head brands to support promotional efforts. Collaborated with sales representatives, fellow designers, legal team and external print vendors to execute projects. Designed logo for company co-op program.

### **Chief Product Officer, Social Call**

*Boston, MA (January 2020 - June 2022)*

Designed and prototyped new iteration of mobile app for college-based social marketplace to improve user experience and expand capabilities. Collaborated with founder to refine product trajectory and strategy.

### **Corporate Marketing Co-op, Precisely**

*Burlington, MA (January - June 2021)*

Created presentations for marketing team meetings. Managed corporate inbox, including routing leads and handling subscriptions. Spearheaded revamp of employee onboarding experience to streamline onboarding process. Redesigned organizational chart to improve utility.

### **Social Media Designer, The Avenue Magazine**

*Boston, MA (September 2020 - June 2021)*

Designed graphics for magazine's social media platforms to maintain brand consistency, adhering to brand guidelines in collaboration with creative team.

### **Advisor Marketing Co-op, Commonwealth Financial Network**

*Waltham, MA (January - June 2020)*

Acted as a liaison between financial advisor clients and internal marketing department. Consolidated, analyzed and summarized data from client surveys to inform marketing decisions. Researched industry-related articles for daily social media updates. Processed, routed and delivered clients' marketing material requests.