

ELENA BOGGIO

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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
Canva
HTML/CSS
PowerPoint

EXPERIENCE

Brand Manager & Designer, House of Coco Interiors

Remote (January 2023 - Present)

Conceptualize and design social media content and marketing collateral, increasing brand awareness and elevating brand across platforms. Write copy for social media, website, and other materials to standardize brand voice. Design and manage Squarespace website for optimal user experience. Implemented and manage Dubsado, a CRM platform, streamlining and enhancing client relationship management.

Contract Graphic Designer, Alumni Ventures

Remote (November 2023 - Present)

Design graphics for webinars, advertisements, and other marketing initiatives according to existing brand style guidelines while integrating new brand elements in collaboration with creative team. Create templates for marketing team to optimize workflow.

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 Coordinator, Boston Beer Company

Boston, MA (January - July 2022)

Designed print and digital collateral 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 Coordinator, Precisely

Burlington, MA (January - June 2021)

Created presentations for marketing team meetings. Managed corporate inbox, including handling leads and subscriptions. Spearheaded revamp of new employee experience to streamline onboarding process. Redesigned internal corporate materials 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, in collaboration with creative team.

Advisor Marketing Coordinator, Commonwealth Financial Network

Waltham, MA (January - June 2020)

Liaised between financial advisor clients and internal marketing department to facilitate clients' marketing material requests. Researched industry-related content for social media posts.