

Hey, nice to meet you. My name is

Eirlyse Sollars

Art Director & Photographer

Objective

I am a driven designer with an expansive background in web/graphic design and photography.

You will find in me a highly engaged, motivated, and passionate employee with an eye for a modern, clean style. I pride myself in having a strong work ethic and embracing creative challenges. I strive to ensure my clients are satisfied and nothing less than in love with their project.

I have experience in web/responsive design, web and mobile application design, brand identity, print, and photography. With additional experience in project management, art direction, social media marketing and design, customer service, and search engine optimization, I am a well-rounded marketing professional.

Work Experience

Investis Digital *2018 November - Current*

Manager, Design & Development

Formerly ZOG Digital (acquisition occurred in 2017)

Managed the Phoenix design and development team and all design projects. Executed and lead custom UI/UX web projects out of the Phoenix and New York offices from start to finish. Collaborated with all departments including project & account management, SEO, paid media, social media, and content creation.

Continued my role managing internal marketing design, including brochures, trade show graphics, and social media design needs.

Directed, organized, and executed on internal and client photo shoots producing fully retouched images for web and social.

ZOG Digital *2016 March - 2018 November*

Senior Designer

Lead designer of all digital and print design, working closely with clients, project managers, and the internal execution teams on an array of large clients such as Del Monte Foods, KRAVE Jerky, Barefoot Wine, Fruit of the Loom, and Crayola.

Executed on full web project processes from site architecture, wireframes, design, and into development. Handled many branding and print projects for clients & internal marketing needs.

Lead of internal photography including headshots, office architecture shoots, and event photography.

Rocket Media *2014 May - 2016 February*

Designer

Designed websites and other communication and marketing graphics in various visual mediums for this niche-industry oriented marketing service firm. Acted as a collaborator on the Focus Team in order to more clearly define the needs of the customer. Worked closely with the clients, UX, and development teams to deliver a superior product.

Volunteered in participating at local high school career day events teaching students what it takes to be a successful designer. Planned, set up, and executed photo shoots for clients and internal marketing. Worked on pro bono projects as a way of giving back to the community.

Learned and used agile methodology as it was introduced into the company.

NuWave Commerce *2013 March - 2014 April*

Director of Design Services

Guided the design direction and executed on custom graphic/responsive web design, mobile & application design, information site architecture development, wireframes, branding, print, and photography.

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Education

University of Arizona *2019-2020*

Web Development, Full Stack Boot Camp

Studied graphic design, web, mobile, and application design, web development, digital studio photography, advertising, marketing, and print design. Extensive Adobe Creative Suite training. Worked directly with clients for design and photography projects. Graduated with certificate of completion with a grade point average of 4.0.

East Valley Institute of Technology *2011-2013*

Digital Multimedia Communications

A 24-week part-time boot camp course with a full-stack curriculum that includes HTML5, CSS3, JavaScript, jQuery, Java, Bootstrap, Express.js, React.js, Node.js, Database Theory, Bookshelf.js, MongoDB, MySQL, Command Line, and Git.

Program & Software Skills

Adobe Creative Cloud

*Photoshop
Illustrator
InDesign
Lightroom
XD*

Sketch

InVision Studio

Microsoft Office

Sony

Canon

Nikon

Mac OS

Achievements/Awards

Global App Developer Challenge *2013*

Qualcomm Life

Designed a functional health and fitness web application named NuWaveFit.

"NuWaveFit is a robust and scalable system developed in the latest technology. Completely branded for your business, NuWaveFit allows you to be with your clients every step of the way...even when they are not in the gym."
www.nuwavefit.com