



Elisa Winograd
elisa.wino@gmail.com
elisawinograd.com

EDUCATION

Parsons The New School For Design, New York, USA

Aug. 2010 – Dec. 2014

Pre-college Drawing and Painting Program

Bachelor of Fine Arts in Communication Design

GPA: 3.62

Bezalel Academy of Arts and Design, Jerusalem, Israel

Feb. 2013 – Jan. 2014

Student Exchange Program

Courses included: Designer-Director, Video, Studio Motion Graphics, Branding

EXPERIENCE

Marley Spoon GmbH – Recipe Box, Berlin, Germany

March. 2015 – Today

Customer Experience and Packaging Manager

Work closely with marketing, operations, finance and logistics to improve our packaging solutions

Coordinate packaging tests, designs, and improvements

Conduct customer research and analyze user feedback

Forecast upcoming customer orders and acquisitions to procure marketing add ons

Product Designer

Produce high fidelity designs for the website interface and mobile application

Work closely with product managers, developers and other designers

Improve existing features by wire framing, prototyping and user testing

Organize and conduct user tests

Collaborate across multiple teams within the company

The Real Junk Food Project – Fighting Against Food Waster, Berlin, Germany

Jan. 2017 – Today

Core Team Member

Coordinate and sort food for events and redistribution

Help in catering and cooking for various events

Collaborate with the full time volunteers in the planning and organization for future events and projects

Lead design and creative projects

Quique Winograd Panes, Med., Col.

May. 2015 – Today

Photographer and Graphic Designer

Design and implement graphics for the brand

Conduct photoshoots and documentation for the bread making process

Tapestry – Digital Storytelling App, New York, USA

May. 2014 – Aug. 2014

Graphic Design Intern

Designed the Tumblr Blog Theme for the brand

Coded and implemented the social media and illustrations for the blog

Betaworks – Digital Product Hub and Incubator, New York, USA

Feb. 2014 – May. 2014

Graphic Design Intern

Helped a weather report smartphone app. to expand its customer base by illustrating a discount coupon for Duane Reade and creating promotional temporary skin tattoos

Designed posters for the Betaworks' company book to attract prospect clients

Executed a promotion motion graphics video for a web archive of animated GIFs

Made a logo in GIF format for a special campaign for a digital story-telling application

Designed custom presentation templates for product design meetings

Kapitall – Online Investing Platform, New York, USA

Aug. 2012 – Dec. 2012

Graphic Design Intern

Designed promotional HTML e-mails for the existing customer base

Illustrated a set of icons for an explanatory motion graphics video for Kapitall's website.

Oficina Informal – Architecture Agency, Bogota, Colombia

Jun 2012 – Aug. 2012

Design Intern

Designed a new branding identity for an architecture agency, including their first logo, business cards, and paper handling material

Designed a customized template using Indesign for the layout of an architecture book

Bridger Conway – Digital Branding Agency, New York, USA

Feb 2012 – May 2012

Graphic Design Intern

Created a site map of the company's website for prospective clients

Designed presentations on Keynote for client presentations

Translated text from Spanish to English

Designed a digital vector map of New York and a brochure layout for a prospective client

Re-touched and edited RAW photographs for a Ritz-Carlton Residencies brochure

Felicidad Agency – Editorial Agency, Santiago, Chile

May 2011 – June 2011

Graphic Design Intern

Edited book layouts in InDesign using paragraph styles and character styles

Proof-read articles and book content that were translated from Spanish to English

Searched for appropriate images with specific copyright laws for the content of editorial material

Participated in design meetings with senior level designers to set deadlines for projects and develop new ideas for future projects

SOFTWARE/SYSTEMS

Design Software: Adobe Creative Suite, Sketch, Zeplin

Prototyping: Proto.io, Balsamiq, Invisio.io, Flinto

Programming Software: Sublime, HTML5 & CSS, JS, Git and Github

LANGUAGES

Fluency in English and Spanish

Proficiency in German and Hebrew

VOLUNTEER WORK

Berliner Tafel, Berlin, Germany

May 2015 – Today

Help sort unexpired grocery food for redistribution for the needy

European Union Volunteer, Ramallah, Israel

March 22, 2013

Worked with a team of 20 people to clean and paint the walls of the school

Participated in painting a unique mural for the outdoor playground of the school

Noche De Ayudarte (Night of Art), Santiago, Chile

Dec. 2008 – Feb. 2008

Exhibited my art work and sold two pieces at a non-profit organization where the proceeds were directed at the 2010 Chilean earthquake victims

Networked and developed relationships with clients

Habitat for Humanity, Santiago, Chile

Sept. 2008 – Feb. 2009

Participated in the addition of cement floors for the extension of two houses for citizens from low socio-economic backgrounds with a team of more than thirty members

Organized a yard sale to help raise funds for building of houses

OTHER

Dual citizenship in Poland and Colombia