



# Elizabeth Ropp

Interactive Designer  
Chattanooga, Tenn.

<https://www.elizabethropp.design>

## Education

### Bachelor of Arts, Studio Art & English

May 2013

Wake Forest University  
Winston-Salem, North Carolina

## Honors

### Eleanor Layfield Davis Scholarship

2012 - 2013

Wake Forest University  
Winston-Salem, North Carolina

### Undergraduate Research Fellow

May 2012

Wake Forest University  
Winston-Salem, North Carolina

## Community Involvement

### Director of Communications

February 2015 - Present

AIGA Chattanooga, Board of Directors  
Chattanooga, Tenn.

### Leadership

February 2014 - March 2016

Code XX Ladies  
Chattanooga, Tenn.

## Proficiency

InDesign	★	★	★	★	★
Illustrator	★	★	★	★	★
Photoshop	★	★	★	★	★
Sketch	★	★	★	★	★
HTML5/CSS3	★	★	★	★	★
Bootstrap	★	★	★	★	★

## Experience

### September 2015 - Present

Interactive Designer  
Smart Furniture, Chattanooga, Tenn.

Responsible for creating high-level design concepts and executing those solutions for SmartFurniture.com's digital channels including, but not limited to cross-channel seasonal branding, site & mobile UX/UI, email, homepage & web marketing. Lead creative for flagship store, Smart Furniture Studio, including the creation of window displays, retail accessories and local advertising.

### March 2013 - Present

Freelance Designer  
Chattanooga, Tenn.

Over three years experience developing engaging and innovative designs for clients in a broad range of industries including PR agencies, non-profits, and start ups. Highly adept at visual strategy, UX/UI consulting, identity & branding, data visualization, and editorial layout.

### September 2013 - September 2015

Assistant Director of Communications,  
In-house Graphic Designer  
McCallie School, Chattanooga, Tenn.

Graphic designer and project manager for cross-departmental needs. Projects included a redesign of the school's homepage & UI/UX consulting, a redesign of the school's alumni magazine special edition, assistance in implementing new branding school wide, designing & branding collateral for various fundraising campaigns, infographics for both web & print, brochures, booklets, direct mailings, donor reports, and other marketing materials.

## Let's Talk

✉ [elizmropp@gmail.com](mailto:elizmropp@gmail.com)  
☎ (203) 247-0044