

Liya Enikeeva

art director

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SKILLS

Concept and Strategy Creation, Art Direction, Excellent Organizational and Planning Skills
Technical Skills: InDesign, Photoshop, Illustrator, XD, Figma

EXPERIENCE

Art Director | prAna Living | 2021 – Present

- Develop overarching look/feel of seasonal concepts, providing specific examples and guidance for all channels (Digital, Retail, Wholesale, Print)
- Work closely with the Creative team to ensure consistency between all channels and alignment with marketing strategy and seasonal look/feel
- Oversee and manage the development of ecommerce, editorial in-studio and location photography, including concept creation, art direction, pre-production planning/documentation/guidelines (concept, lighting, background, talent selection, hair/make-up, poses), post-production
- Give creative feedback to graphic designers, help manage workflow and resolve roadblocks

Sr. Graphic Designer | prAna Living | 2018 – 2021

- From concept to completion, led creation of a broad range of print and digital assets: catalog and direct mail print collateral, wholesale workbook, lookbook, POP and SIS graphics, retail window displays and signage, large format graphics for trade shows and sales meetings, packaging, email, web and social assets, hangtags and apparel labels
- Worked closely with cross-functional teams to make sure all creative projects were delivered on time and met business objectives
- In collaboration with traffic manager, created clear processes for creative projects involving cross-functional teams

Graphic Designer | prAna Living | 2015 – 2018

- Created a wide range of graphic applications including collateral materials, large format graphics for trade shows, brand identity, packaging, digital/web projects and more
- Designed, and project managed (created schedules, called meetings, communicated with the involved parties on a regular basis, created photoshoot lists and art directed in-studio photography) workbook – one of the largest projects in the creative department

Freelance Designer | 2011 – 2015

Created brand identities, web and print materials (posters, brochures, mailers, etc.), illustrations, infographics for companies like Kisco Senior Living, Absolute Rover Repair Center, Coastal Chiropractic Laser Center, Green Seeds Nursery School and more

Graphic Designer | Ampronix | 2009 – 2010

Created marketing collateral, trade show graphics, product catalogs
Was a part of a new product design and development team for Green Sound Technology

EDUCATION

San Diego Portfolio Studio | Ideation Course | 2013 – 2014
The Art Institute of California - San Diego | AS Art Direction | 2007 – 2009
Tashkent University of Informational Technologies | BS Telecommunications | 2000 – 2004

RECOGNITION

Work published in Graphis New Talent 2015 (International Publication)
San Diego American Advertising Award 2015 - Gold
Work featured in Applied Arts Magazine Vol. 25, October 2010
San Diego ADDY Award 2009 - Silver, 2010 - Silver
Work published in CMYK Magazine Issue 43, 2009