

Elias Theroux

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Multidisciplinary Visual Designer, Creative Director, and User Experience Designer accomplished in delivering powerful and effective design results across a wide range of platforms coupled with expert skills in the latest digital software technologies.

WORK EXPERIENCE

Lead Product Designer and Senior UI/UX Designer

May 2023 – September 2023

ZenPoint Solutions, Washington D.C.

Worked to drive user engagement through intuitive, well-crafted user experiences for several highly visible web applications within the U.S. State Department. Primary skills include: User Interface and Experience Design, UX Research, and working with Angular Material.

- Implementing user-centered design (UCD) techniques to meet customer and end-user creative requirements and project-specific style guides.
- Developing an understanding of business and end-user requirements to create material such as workflows, storyboards, personas, low fidelity mock-ups, content hierarchies, user interface requirements, site maps, wireframe diagrams and prototypes.
- Supporting Junior Designers in making updates, edits, and revisions to mock ups and wireframes based upon feedback from end users, Product Owners, and the development team.

Senior Art Director

April 2021 – December 2022

Fannie Mae, Washington D.C.

Collaborated and coordinated with multiple teams in a fast, agile work environment, taking ownership of the creative process from beginning to end. Whether it's a quick turn social asset or quarter-long rebranding project, I reviewed design proofs, provided constructive feedback to junior designers, and verified that partner feedback was accurately incorporated into the final product.

- Ensured that Fannie Mae's brand standards were maintained across multiple mediums, and produced high-impact creative that aligned with the goals of the Marketing & Communications team.
- Reviewed design proofs, provided constructive feedback to junior designers, and verified that partner feedback was accurately incorporated into the final product.

Senior Digital Designer

August 2019 – August 2020

Streetsense, Washington D.C.

Created various design deliverables for a multitude of Streetsense clients. Oversaw and worked with Junior Designers as well as independently developing various results in brand development, graphic design, animation, brand strategy, and visioning.

Creative Director

April 2014 – April 2018

Savoir-Faire Creative, Tampa, FL

Worked to accomplish design initiatives for a wide range of clientele. Primarily worked on brand development, art direction, content creation, digital & print design, videography, video editing, motion graphics, brand strategy, and digital marketing.

Brand Director

August 2013 – December 2015

Tribeca Salons, Tampa, FL

Completed a full-scale rebranding for multiple salon locations. This process included the development of an all-new brand identity, logo, website, photography, and all digital & print elements. Was also responsible for all social media, marketing, and advertising.

Experience Design Intern

June 2013 – December 2013

Avroko, New York City, NY

Worked in conjunction with the Brand Bureau team on a variety of projects in experience design, brand design, and design strategy for several major business to consumer brands as well as consumer product goods.

Graphic Designer

June 2012 – September 2012

Criterion Group, New York City, NY

Completed rebranding of all print elements for potential investors, redesigned company profile packet, created poster series for in office display, recreated letter head, and business cards.

Graphic Design Intern

June 2012 – August 2012

Criterion Group, New York City, NY

Created print media, particularly regarding the release of the MatterMade furniture collection. Designed catalogue and other related print materials for MatterMade collection.

EDUCATION

University of South Florida, Tampa, FL

Bachelor of Fine Arts — Graphic Design

PROFESSIONAL SKILLS

Industry Knowledge

Creative Direction, Concept Development, Team Leading, Paid Media, Social Media, Event Planning, Typography, Photography, Videography, Marketing, Brand Strategy, UX and UI Design, Wireframing, Prototyping, User Experience Research, Product Design,

Software Proficiency

Adobe Creative Suite, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom, XD, Sketch Figma, inVision, MS Word, MS Powerpoint, MS Excel, Ableton Live, Final Cut Pro, Cinema4D, Asana, Workfront, Azure, Angular, Jira, HTML, CSS

Certifications

PMP (In Progress, Expected Completion: December 2023)