



# Elizabeth Link

Creative Director / Digital Content Designer

From Fortune 500 finance and industrial to podcast media, the music industry, and beyond — I bring the same strategic clarity and creative precision to every context.

## CONTACT

elizabethlink217@gmail.com

(585) 797-9611

Buffalo, NY

elizalinkportfolio.com

## SOFTWARE

Adobe Illustrator

Photoshop

InDesign

After Effects

Premiere Pro

Articulate Rise

Figma

Microsoft Office

Canva

WordPress

## PM TOOLS

— Asana

— Jira

— Monday.com

— Slack

## EDUCATION

BA Communication Design

**SUNY Buffalo State**

May 2015

## EXPERIENCE

### Digital Content Designer

Feb 2022 – Oct 2025

**HSBC · Buffalo, NY**

- Led creative direction for large-scale digital content — eLearning, motion graphics, and internal communications for a global financial institution.
- Transitioned vendor spending to in-house production, saving over \$300,000 in a single year.
- Pioneered AI-assisted tool adoption; served as team go-to resource and led monthly internal sessions on emerging technology.
- Simplified complex financial and compliance content into engaging, accessible digital experiences.

### Graphic Designer / Media Specialist

Jul 2018 – Jul 2022

**Linde · Tonawanda, NY**

- Owned visual design and multimedia production for global technical content in a highly regulated environment.
- Created scalable digital assets distributed across regions in multiple languages.
- Produced safety communications, brand campaigns, product catalogs, and data visualizations.

### Graphic Designer

Jan 2017 – Jan 2020

**Osiris Media · New York, NY**

- Designed brand assets for a podcast network reaching 100,000+ monthly listeners.
- Built distinct visual identities for 50+ shows while maintaining cohesive brand governance.

## DISCIPLINES

Creative Direction	Instructional Design	Brand Governance
Content Strategy	Motion Graphics	Print Design
Illustration	Cross-functional Leadership	Multilingual Content
LMS Management	Performance Analytics	