

elza*



.....> **MULTIDISCIPLINARY
CREATIVE NERD**

Born in Austria.
Raised in America.
Living in Germany.

A problem solver with artistic inclinations
who views restrictions as the puzzle pieces
that lead to great ideas.

Strategic



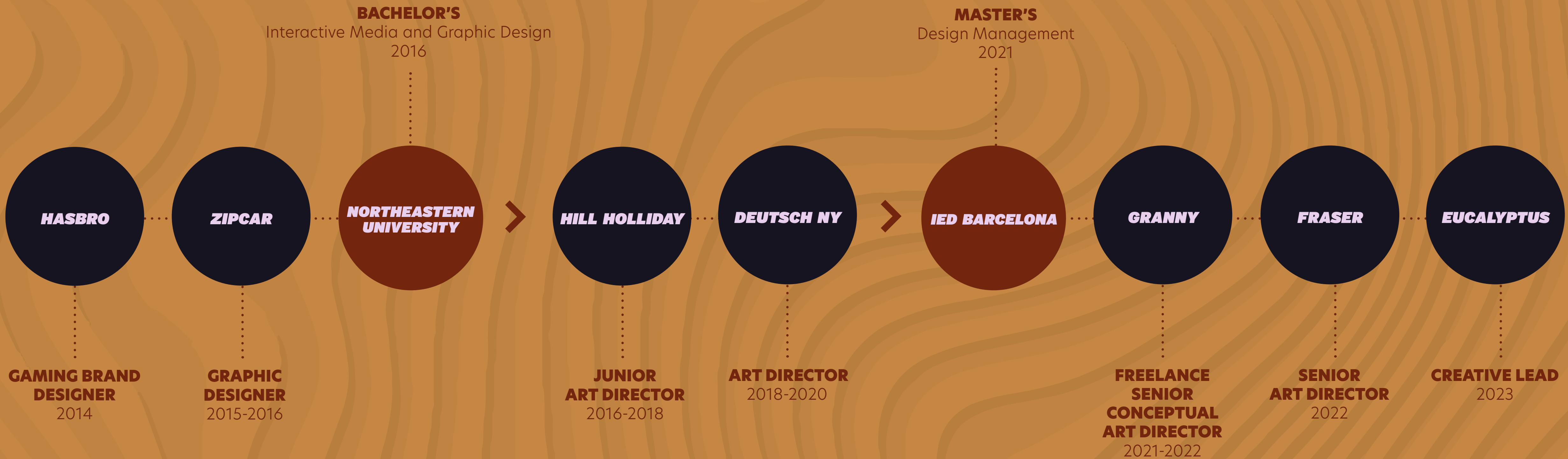
DESIGNER / ART DIRECTOR / STORYTELLER



Visual



Communication



AGENCY: Hill Holliday



PARTY CITY

#BUNNIFIED

.....> Halloween 2017



Concept, Art Direction & Retouching



FUN FACT <.....
This entire project happened in just three days.

GOAL
Celebrate Hugh Hefner at the dawn of the #MeToo movement and sell bunny costumes.

INSIGHT
Tap into the feminist freedom of Halloween as the one day a year where slutty, scary, and bizarre are celebrated.

RESULTS
Bunny ears sold out #Bunnified trended on social media. The clients loved it.

AGENCY: Deutsch NY



PNC BANK

.....> 2019

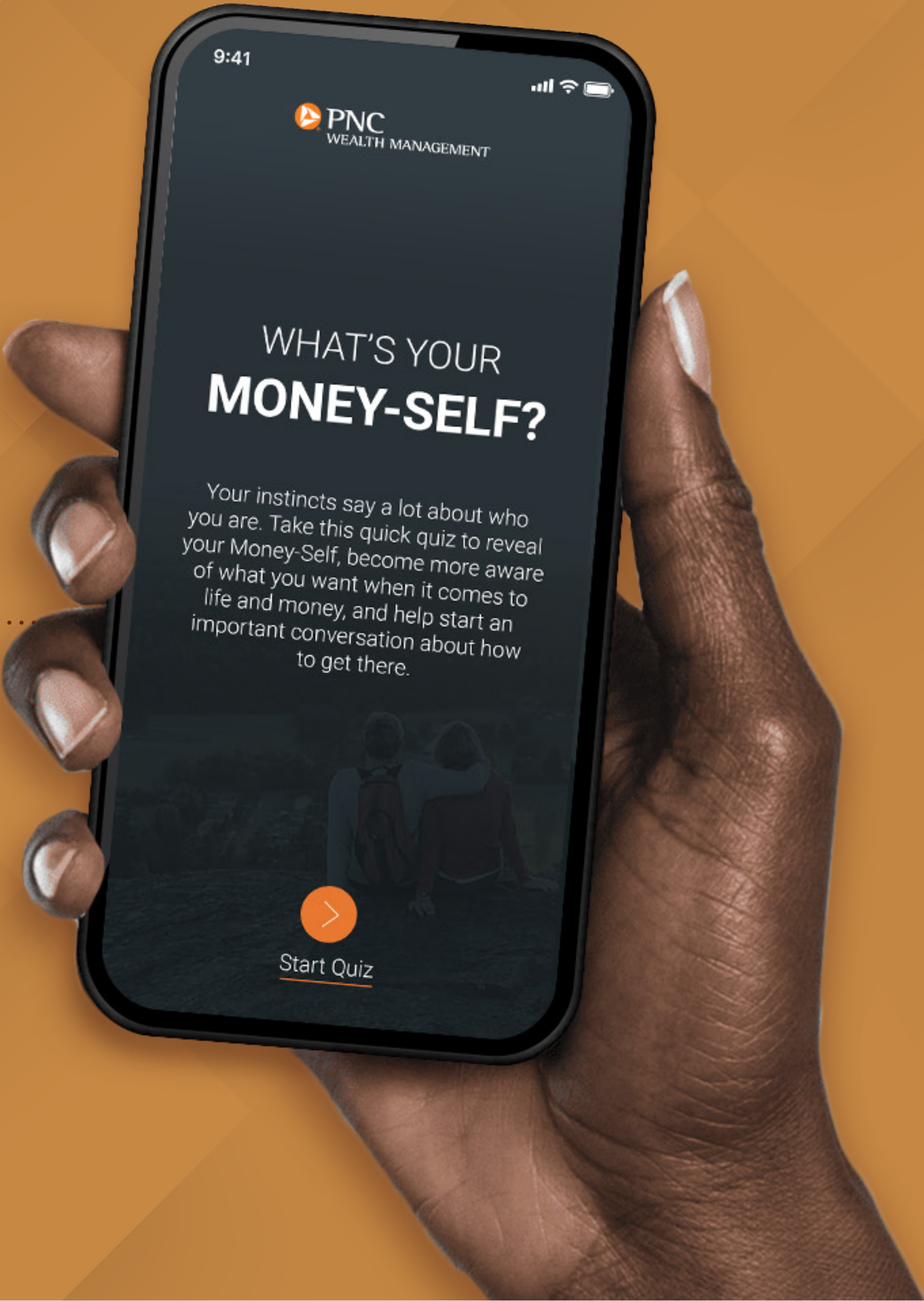
MONEY-SELF



Concept, Art Direction

SOLUTION <.....

A simple-to-use digital experience that guides users through a series of choices and reveals their Money-Self, a persona that helps them understand their approach in life and money.



GOAL

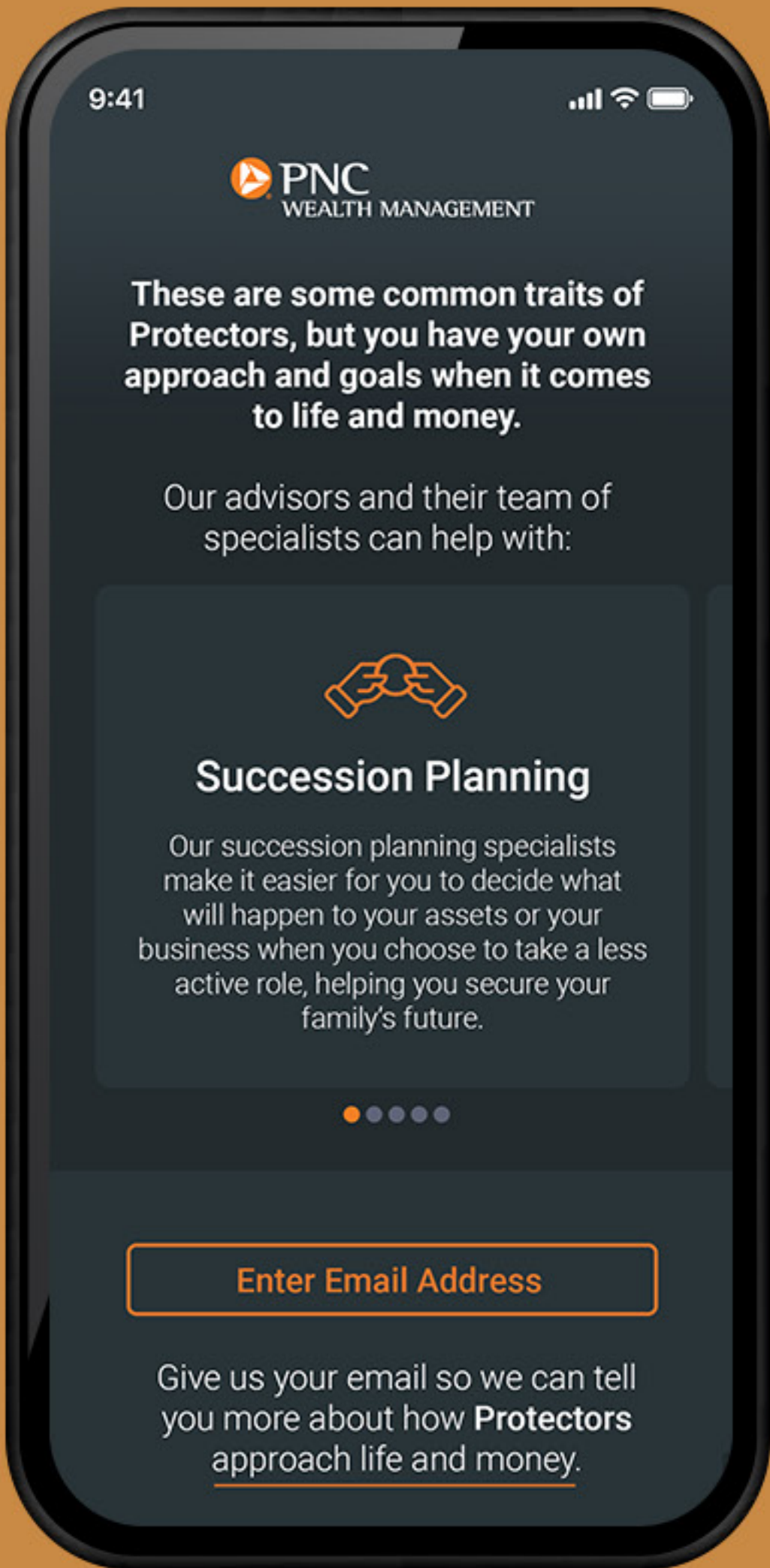
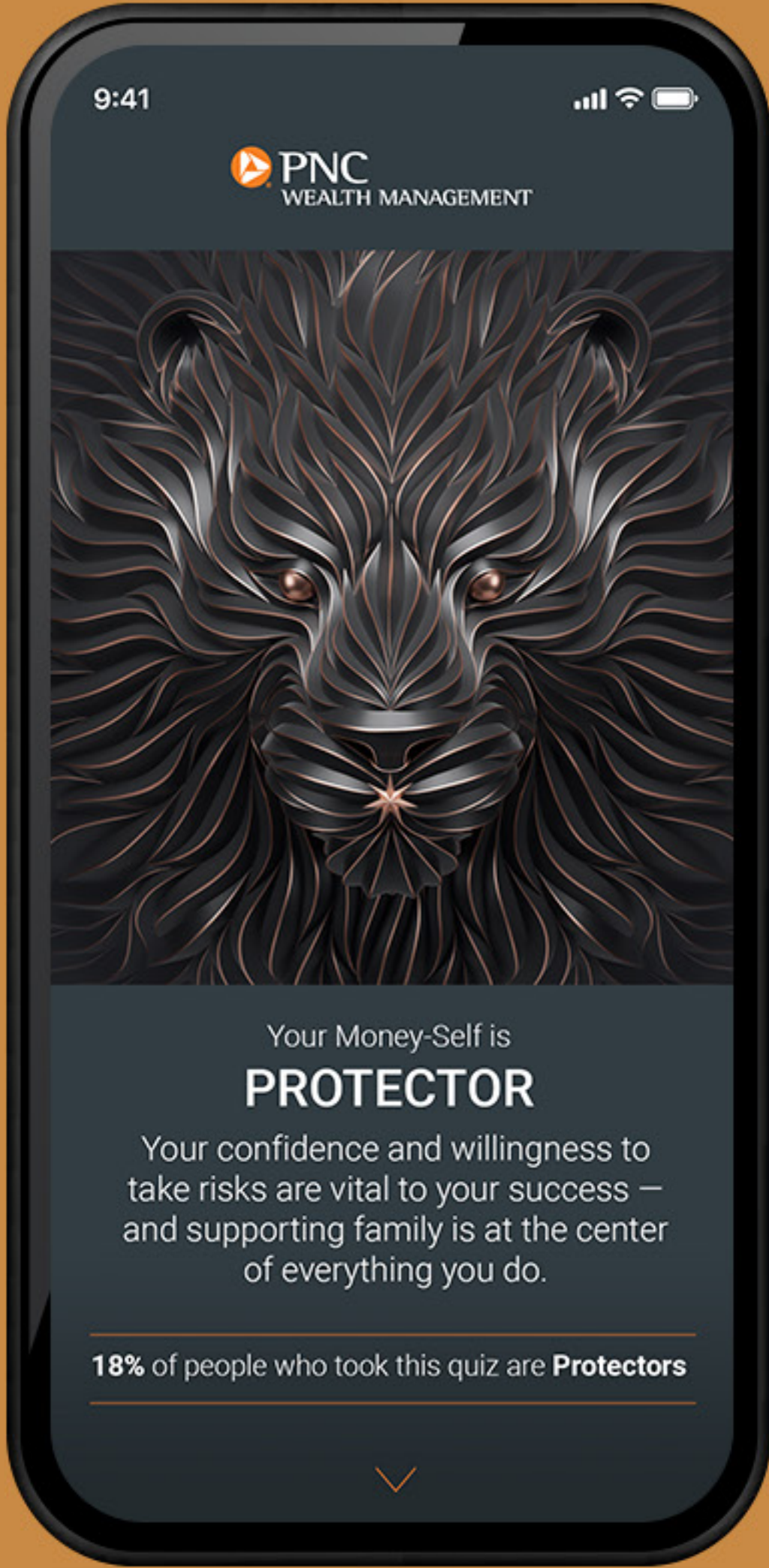
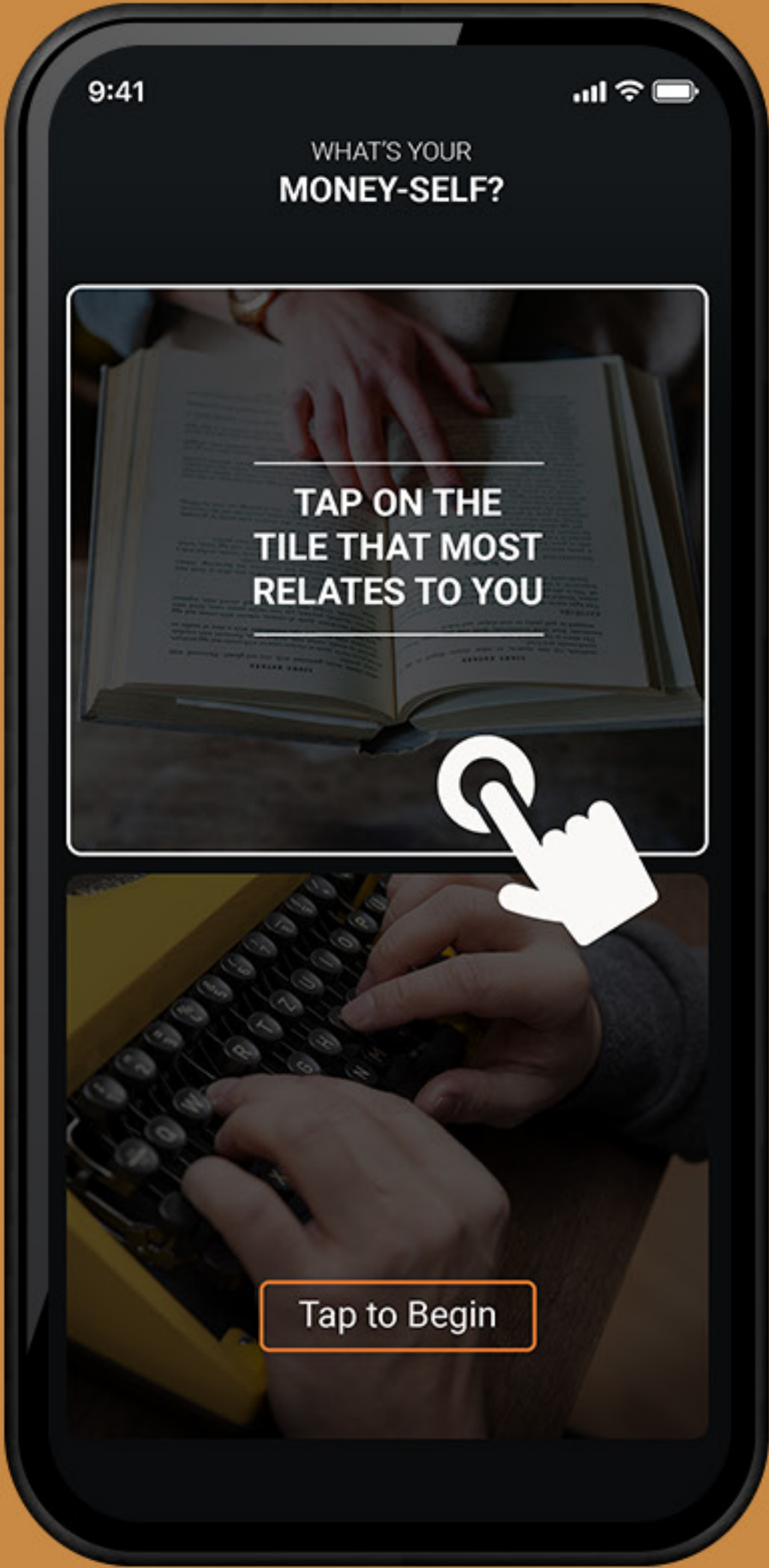
Help Millionaires Next Door understand why they need a personalized approach to finances.

INSIGHT

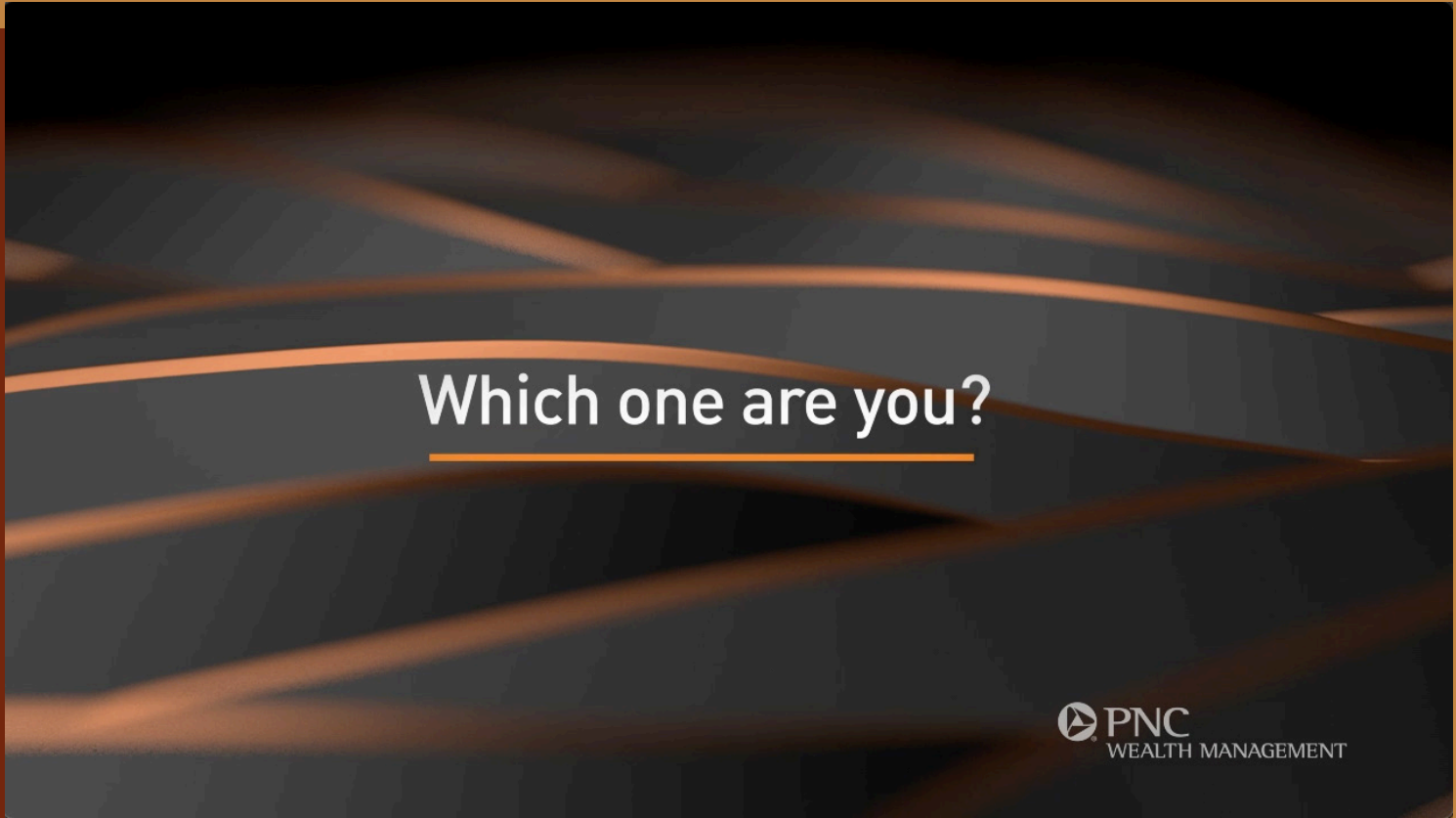
Most millionaires work with a broker to help handle their finances, but they might not have a plan that's catered to their whole life and wealth.

RESULTS

Email capture more than doubled and PNC Wealth Management trained more advisors to meet demand.



TEASER VIDEO



A luxurious animation style that bring the personas to life.
Artwork by Maxim Shkret.

AGENCY: Deutsch NY



DIFFERIN

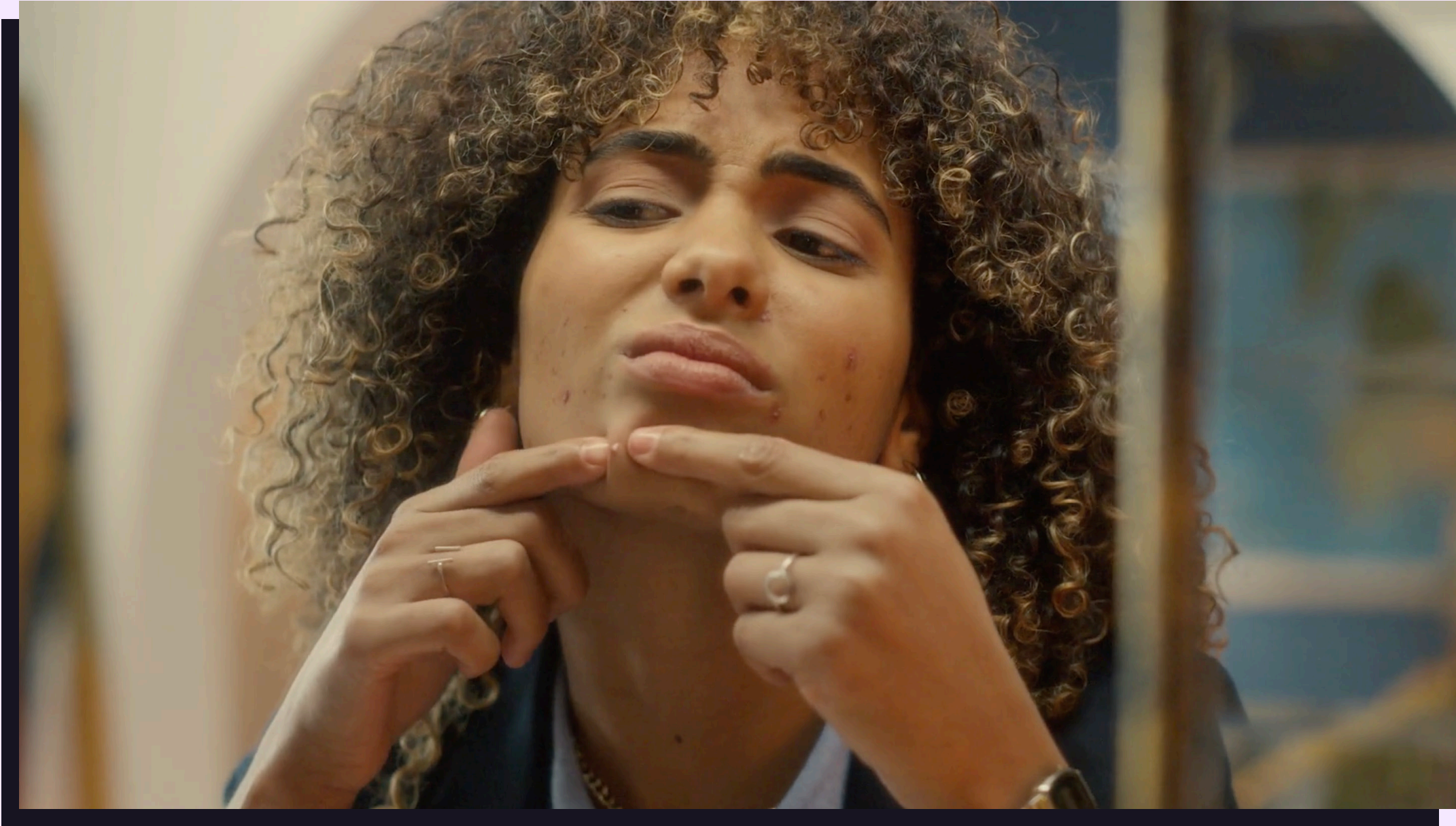
ACNE

.....> 2021

AFTERMATH



Strategy & Concept



GOAL

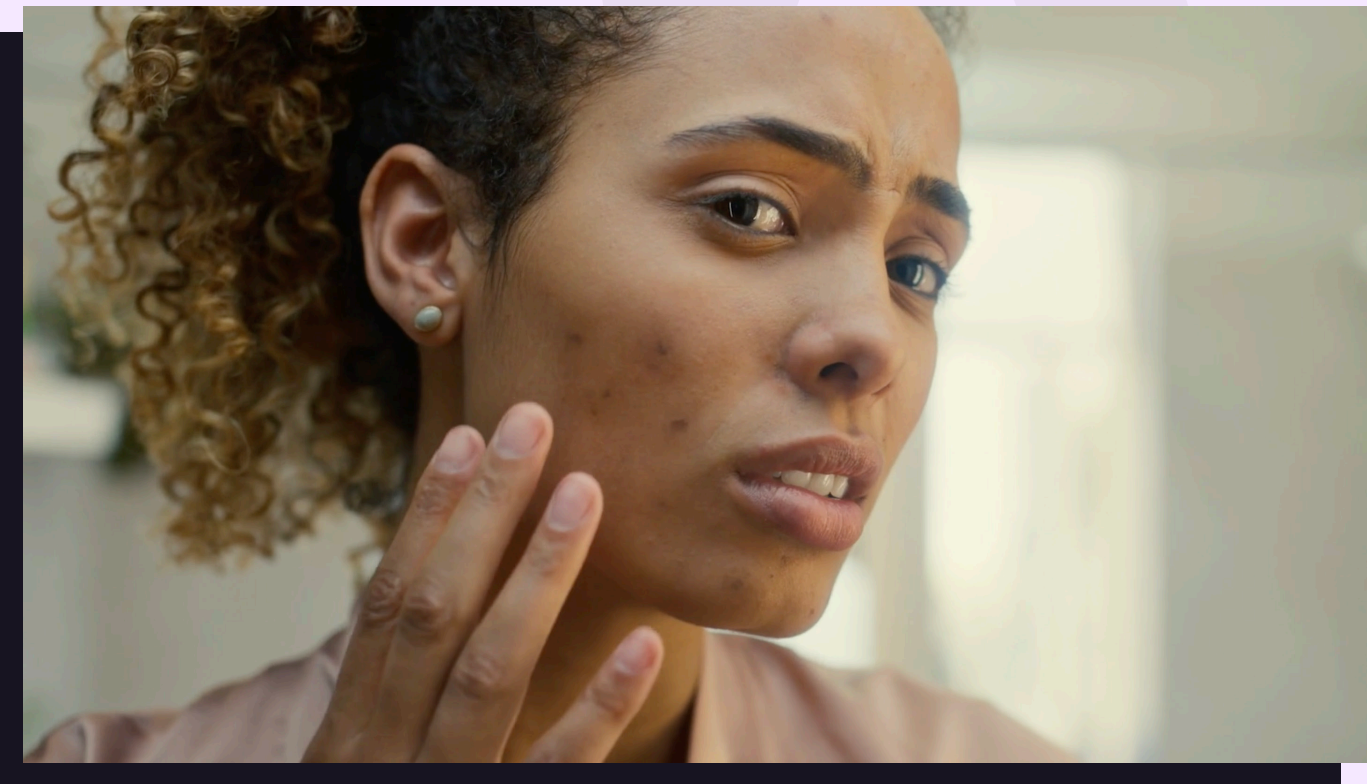
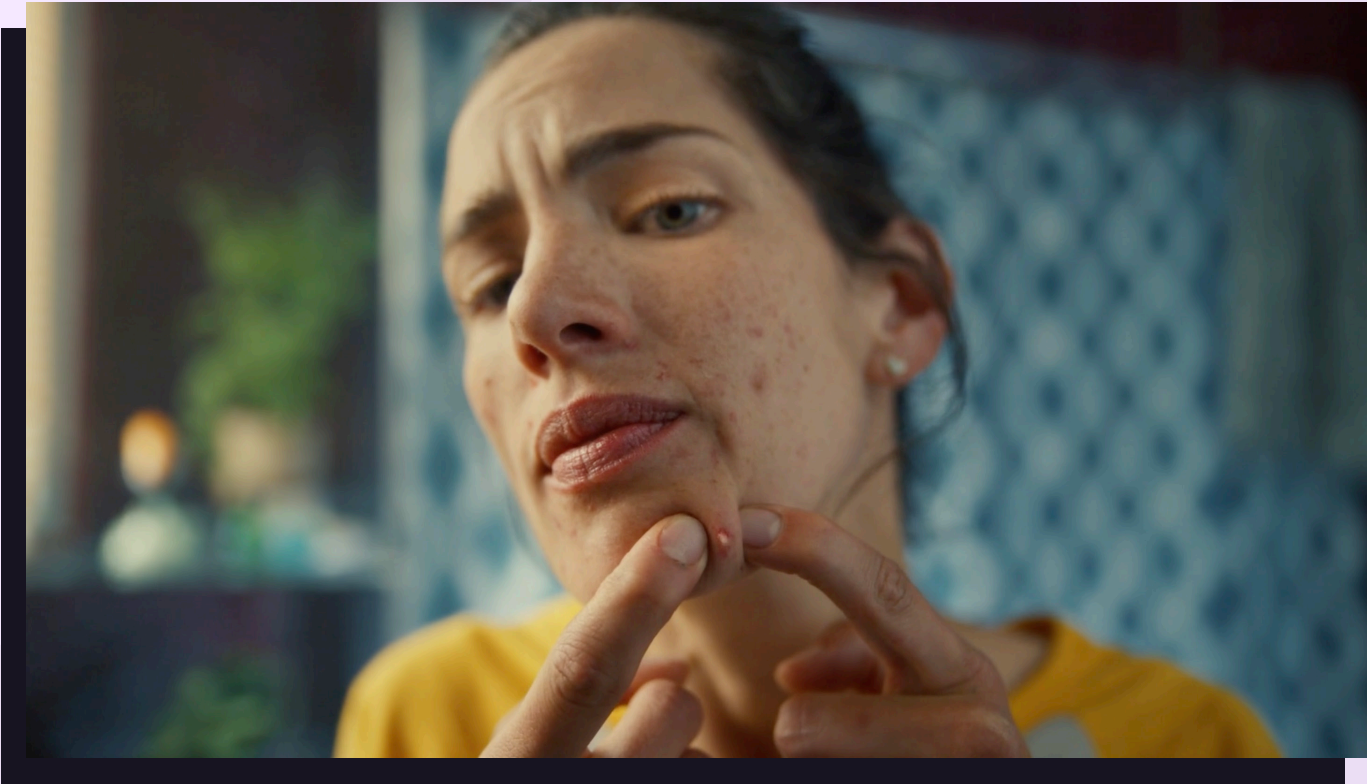
Establish Differin as a skin clarity brand that can help you get rid of acne aftermath.

INSIGHT

People love to pop pimples but not the consequences.

RESULTS

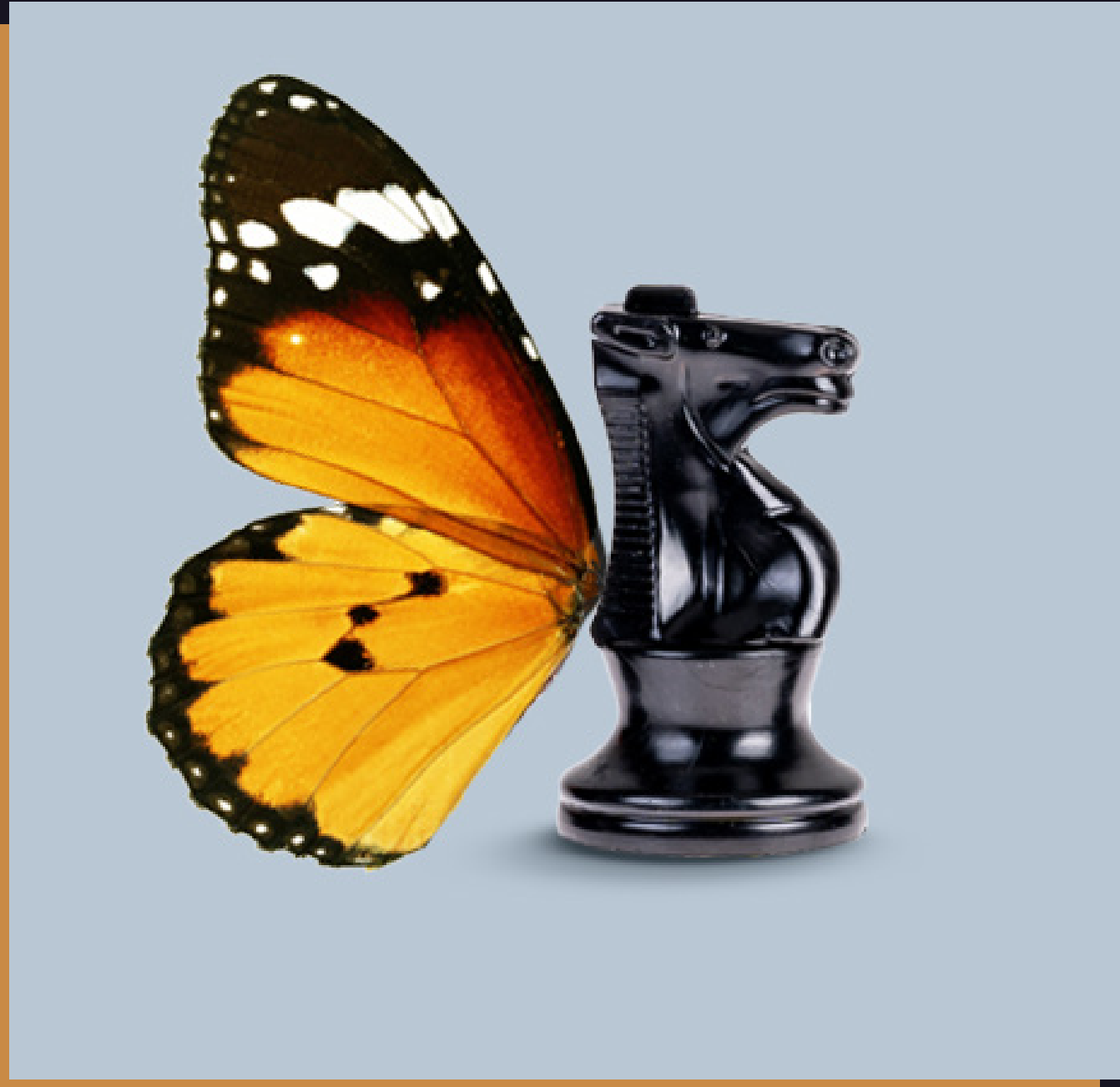
Coverage in AdAge, The Drum, Ads of the World and AgencySpy.



VOICEOVER
To those who can't leave their acne alone.

We can't make you stop, but we can help
you get rid of the spots your acne left behind.

Don't let acne leave it's mark.
Do Things Differin.



Illustration



SNEAK PEAK OF MORE WORK I'VE DONE

THE POWER OF PLAY

When did we all become so serious?
New perspectives spring from moments
of spontaneity.

STRATEGY & USER RESEARCH

My research for HP discovered
how creatives work in the modern
workplace.

ASK ME ABOUT

WHAT WOULD A DUDE DO .COM

A feminist passion project I collaborated
on with a mission to disrupt the gender
status quo.

TELEHEALTH

As the future of borderless medical care.

THANK YOU

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INTRIGUED? LET'S CHAT*



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ela*