

Elisabeth Opdyke

ART DIRECTOR

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EXPERIENCE

Zeno // Los Angeles

ART DIRECTOR · Apr 2025 - Present

Brands: Google Maps, Google Search

- Lead concept development and visual direction for social-first Google campaigns across video, static, and interactive formats.
- Partner with writers, strategists, and producers to develop scroll-native creative grounded in insights and platform trends.
- Oversee shoots, manage asset delivery, and support creative consistency across multi-market activations.

Dentsu Creative // New York

ART DIRECTOR · Mar 2022 - Mar 2025

Brands: CLIF Bar, ChapStick, Emergen-C, TUMS, Preparation H, Chips Ahoy, Burger King, 7-ELEVEN, Wheat Thins, Halls, Yoplait, Gogurt, Oui, Sour Patch Kids, IMAX

- Concepted and produced integrated and social campaigns for major CPG and QSR brands.
- Developed visual brand toolkits, social content systems, and campaign identities.
- Directed photo/video shoots and collaborated with strategy and account teams across fast-moving timelines.
- Delivered work that increased engagement and supported new product launches across multiple brands.

Minted. // San Francisco

Print Quality Design Specialist · Sept 2021 - Jan 2022 & Oct 2019 - Dec 2019

- Improved layout and print quality across 500+ customer designs; reduced reprint rates.
- Communicated with customers to troubleshoot design issues and maintain brand standards.

Oakland Unified School District // Oakland

Teacher: Art & Communications for Social Change; Substitute Teacher · Aug 2020 - Mar 2022

- Created art and design-based curriculum helping students communicate stories about social movements.
- Managed classrooms and curriculum across multiple subjects, using Google Suite and digital learning tools.

Sunrise Movement // Remote

Communications Team Lead & Graphic Design Lead & Social Media Anchor · Jun 2020 - Feb 2022

- Led local communications efforts in the Bay Area including articles, press releases, social campaigns, and a podcast.
- Provided design leadership to the national creative network: critiqued work, guided brand audits, and developed campaign visuals.
- Built social posting systems based on analytics, increasing consistency and performance.

Skills/Tools

Art Direction · Concepting · Social Media · Content Creation · Brand Identity · Design Strategy ·

Adobe CC: Photoshop, After Effects, Illustrator, InDesign, Premiere Pro, Adobe Express · Figma ·

Procreate · Canva · Google Suite · Microsoft Office

Education

University of California, Berkeley - Certificate, Graphic Design

University of Colorado, Boulder - BA, History