



ELIANA LEBSON

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Summary

Multidisciplinary freelance creative based in New York City specializing in graphic design, motion, and video. Since 2020, I have built and managed an independent design practice serving clients across nonprofit, media, and business sectors, creating clear, engaging visual content.

PROFESSIONAL EXPERIENCE

Freelance Creative

Self-Employed (GraphicsbyE) | 2020 – Present

- Built and manage an independent creative practice delivering design, motion, and video services
- Create branding, marketing assets, and social content for digital platforms
- Produce and edit video content, including podcast and social media content
- Design visual identities for events, including invitations and signage
- Operate an Etsy storefront, managing product design, production, and customer experience
- Lead client projects end-to-end, from concept through delivery

Senior Consultant (Design & Communications)

Booz Allen Hamilton | Feb 2024 – Dec 2025

- Designed marketing and communications materials for the U.S. Department of Health and Human Services, including social media, flyers, and campaign assets
- Produced visual content supporting public health initiatives during high-demand periods
- Coordinated materials and tracked updates for internal review cycles
- Collaborated with cross-functional stakeholders to deliver polished, deadline-driven work

Contract Graphic & Motion Designer

Clients: Hearst Magazines (Cosmopolitan), American Jewish Committee | 2022 – 2023

- Designed digital and print assets, including social graphics, email headers, and templates
- Created motion graphics and animations for editorial and social media content
- Collaborated with content teams to produce engaging, on-brand visual storytelling
- Translated complex ideas into clear, visually compelling formats

SKILLS & TOOLS

Graphic Design • Motion Design • Video Editing • Social Media Content • Visual Storytelling
Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Acrobat)
Figma • Microsoft PowerPoint • Microsoft Excel

EDUCATION

University of Hartford

Bachelor of Fine Arts, Integrated Media Arts

- Graduated with Honors | GPA: 3.8
- President's/Dean's List (All Semesters)

Study Abroad: Art Jerusalem Program

Hebrew University & Bezalel Academy of Art and Design | 2019 – 2020

VOLUNTEER EXPERIENCE

Board Member

Chabad Chevra | 2020 – 2022

- Led social media and PR efforts, including Instagram management and email communications

Project Lead

University of Hartford | 2021

- Raised over \$10,000 by coordinating stakeholders and leading a campus initiative

Social Media & Design Contributor

Jewish Awareness Movement (JAM) | 2019

- Managed social media presence and designed promotional materials

ADDITIONAL EXPERIENCE

Teacher's Assistant: 4D Art Foundation Course

University of Hartford | 2021 – 2022

- Provided hands-on support to students working in Adobe Premiere, Photoshop, and After Effects

EXHIBITIONS

Solo Exhibition | Decode Outside x Inside
Silpe Gallery, University of Hartford | 2022

TRAINING

Figma Bootcamp | 2025
After Effects Bootcamp | 2025