

# Noelle Saulnier

SENIOR DIGITAL DESIGNER

Effervescent

Unconventional

Quick-witted

Curious

## Personal Info

### Phone

732.580.6576

### E-mail

noelle.saulnier@gmail.com

### Website

www.nosadesigns.com

## Software

Photoshop

InDesign

Illustrator

Sketch

Premier Pro

Adobe Creative Suite

Figma

Microsoft Suite

## Education

**Sacred Heart University**  
B.A. Graphic Design

Graphic Designer with 14+ years experience spanning beauty e-commerce, finance, and tech companies with work in both print and web. Passionate about collaborative work and building beautiful, data-driven designs to elevate brands and engage consumers.

## Experience

### *Estée Lauder Companies*

**SENIOR DIGITAL DESIGNER** (2024-2025)

**DIGITAL DESIGNER** (2021-2024)

07.2021 -

Present

- Participated in ideation, design brainstorming, and creative/marketing reviews for email, all site assets, paid media, and special digital projects; ensuring designs align with the brand's identity and support the go-to-market strategy.
- Owned majority of 2021-2024 Holiday creative responsibilities, including delivering beautiful assets that supported EstéeLauder.com's position as a gifting destination, and developing Cyber Week assets, which helped deliver \$35.8m in sales.
- Lead monthly email design program and instituted a successful project management calendar that ensures ~280 monthly emails are successfully delivered and loaded on schedule, resulting in significant cost reduction in rush fees from email vendor.
- Collaborate cross-functionally with global brand, regional brand and creative ops teams to support new launches, promotions, upper funnel marketing needs and special digital projects, featuring an array of creative including animations, typographic treatment and more.
- Comped and retouched product imagery for promotions and launches, as well as supported urgent requests for retouching to address mistakes on site, with tight turnaround timing for Global and North America brand regions.
- Assumed ownership of "Estee Stories," an educational, editorial section of the site. Through updating templates, invigorating imagery, and keeping assets fresh, we increased organic engagement 60% YoY and increasing sales 156% through stories.

### *NoSa Designs*

**FREELANCE DIGITAL DESIGNER**

05.2016 -

07.2021

- Retouched and cropped over 1200 product images for Estée Lauder, L'Oreal, and Dagne Dover that spanned 6 different sizes and instituted an Actions sequence for seamless and expedited deliverables that ensured consistent and on-time handover.
- Created static and motion social media assets for Biolage that were often on a tight turnaround time and minimal available assets that required inventive problem solving.
- Created mini reports for external marketing material, PowerPoint presentations for client meetings, infographics to clearly articulate cumbersome data, and social media assets for brands such as Legal Zoom, Mobile Eye, Upwing, Phenix, and WebPurify.

### *Avon Products Inc.*

**DIGITAL DESIGNER**

06.2010 -

05.2016

- Spearheaded launch of lifestyle brand's product tabletop shoot from conceptualization and coordinated with stylist and photographers; oversaw photoshoot; retouched assets and ensured deliverables.
- Responsible for creating all promotional and advertising banners used with affiliate partners nationwide and Facebook.
- Created logos for internal and external use, corporate guidelines and lock-ups for proper implementation, establishing foundational best practices for the brand.

### *Cohen & Steers*

**CREATIVE SERVICES INTERN**

07.2009 -

12.2009

- Created, produced, and distributed firm-wide marketing collateral such as PowerPoint financial and product presentations, brochures, and annual reports.