

Elysia Syriac

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Facilitating creativity, empowering teams with a system and people-centric approach.

Over 15 years of experience in design, Elysia has helped develop systems for the Adobe Creative Jam team to scale their events from 50 participants per event to 2000, while increasing the event cadence and building an effective onboarding system for all event partners.

An active design community member with a national reach, she has led initiatives for AIGA Colorado that improved succession planning, board retention, and event creation – such as Bordo Bello, which raised over \$50,000 and worked with over 1000 artists during her tenure.

Key Accomplishments

- Built an off-line review process that allowed the college Creative Jam program to scale from a few hundred participants in a year to 8,500 with an average conversion rate of 65% in 2020
- Implemented a tracking and project management system to improve efficiencies in workflows, on-boarding, and data management saving team members an average of 2 hours per week
- Appointed as the AIGA National Board's President's Council Chair to serve as the liaison between the board and its 70 chapters. Lead monthly meetings as well as the organization, planning, and emceeding of the annual Leadership Retreat, hosting 300 design leaders

Areas of Expertise

Design Operations

Service Design

Communication

Asset Management

Strategy / Leadership

Facilitation

Budgeting

Graphic Design

Art Direction

Human Centered Design

Systems Thinking

Creative Process

Management

Program Management

Improving Efficiencies

Project Management

Navigate Ambiguity

On-boarding Processes

Community Building

& Culture

Professional Expertise

Adobe // Jan 2019 to present // *The digital software leader in 40+ categories*

Senior Program Manager Planned and executed 85+ Creative Jams, proprietary Adobe events that engage cross-disciplinary teams through software enablement, design challenges, and teamwork. Developed a new engagement program in the form of a game show called, *The Perfect Match*.

- Responsible for industry partner recruitment which has included Patagonia, Instagram, HBO, LinkedIn, IBM, Airbnb, Hulu, Target, MTV, Netflix, The New York Times and more.
- The combined reach of events Jams is 10,000+ professionals and students in 10 countries
- Created onboarding and off-boarding processes for the participants (industry partners, off-air reviewers, participants) to engage with programming easily
- Used established review process and methods to build another off-air review system for *The Perfect Match* to allow for this monthly program to scale

Relish Creative // May 2009 to December 2019 // *Creative Studio focused on consumer packaged goods*

Creative Director & Owner Boutique design and strategic marketing firm specializing in consumer packaged goods, branding, social media content and strategy, web design, and collateral expertise. Clients include Danone North America (So Delicious, Horizon Organic, Silk, International Delight, Stok), Breckenridge Wynkoop Restaurant Group, 34 Degrees, and HOPE Foods.

- HORIZON ORGANIC: Participated in the design innovation team to expand Horizon out of the dairy case and into the center aisle leading to significant bottom-line growth
- BRECKENRIDGE WYKNOOP: Oversaw rebranding of four "Ale House" restaurants. Worked directly with designers, writers, and developers to create a unique and flexible brand system as well as new websites.

- 34 DEGREES: Created an online strategy to expand brand presence through unique content. Worked closely with copywriters and clients to produce low-budget, photo and video shoots.
- ALL CLIENTS: Developed key relationships to produce creative, interactive projects from design to execution. Focus included strategy development, project management, estimating, and budgeting.

Convercent // June 2017 to July 2018 // *Innovative and user-first compliance management software*

Creative Director Provided creative leadership including copy and design direction that aligned with the business strategy. Managed senior client relationships, creating workflow efficiencies, overseeing budgets, developing creative guidelines, and providing full-service support to team members.

- Oversaw the rebuilding of the corporate brand strategy
- Lead design, marketing, and visual strategy of the company conference; increased engagement from 25 participants to 250
- Art directed new office design and aesthetic; worked with 7 artists to create custom installations

Denver Art Museum // May 2016 to June 2017 // *One of the largest art museums from Chicago to the West Coast.*

Art Director Supported the creative vision and was responsible for the concept and design of exhibition logos and marketing materials, creating branded collateral, environmental designs, excellent production execution, and providing full-service support to in-house team members.

- Designed and executed the Denver Art Museum retrospective exhibit *Then, Now, Next*
- Created integrated marketing campaign for *The Western: An Epic in Art & Film* without the use of copyrighted assets and resulted in DAM creating unique hand-silkscreened posters gifts for premiere events
- Created custom marketing campaign for museums to host the Western Art Collection while museum was under renovation

AIGA Colorado // June 2009- November 2014 // *The Colorado chapter of the professional organization for design*

President, Event Director, and Mentorship Director Led a team of 23 volunteers to provide programming, community, and inspiration for the Colorado chapter. Hosted monthly board meetings and annual board retreats, formed committees and assigned functions, oversaw budget and calendar decisions and was the public face of the chapter.

- PRESIDENT: The chapter's membership rose 36%, from 352 to 550 total members; available funds rose from \$22,000 to \$42,000; and maintained a 40+ event schedule over 2 years
- PRESIDENT: Reorganized board structure and outlined positions roles, which resulted in better decision making, board member engagement, and an increase in volunteer community
- EVENT DIRECTOR: Launched inaugural event, Chaircuterie, with the Denver Art Museum with an attendance of 600+, 100 artists, and raised \$15,000+ in a single evening.

Awards and Achievements

Professional Positions

2021-Present AIGA Colorado Advisory Board
 2020-Present AIGA Design of Democracy Committee
 2011-2013 President, AIGA Colorado Board
 2014-2017 AIGA Innovate Task Force Director
 2009-2014 Special Event Director, Bordo Bello & Chaircuterie

Selected Memberships

2007-present AIGA
 2021-present Design Ops Assembly
 2014-2015 President's Council Chair, AIGA National Board
 2013 Colorado Brand Advisory Council
 2013 Denver Cultural Plan Stakeholder Leadership Group
 2013 AIGA National Strategy Summit

Speaking

2019-Present Host, Creative Jams
 2014-2015 Moderator, AIGA Leadership Conference
 2014 Inspiring Emerging Designers, Design March, Iceland
 2012 Keynote Inspiration Story Speaker, AIGA Leadership Conference
 2011 Building Mentorship Programs, AIGA Leadership Conference

Education

Metropolitan State College of Denver, BFA in Communication Design • Cooper Hewitt Design Thinking Certificate
 AIGA Design Ops Certificate • Design Assembly Design Ops Certificate