

Elisa Massenzio

E elisa@massenz.io

W elisa.massenz.io

C (408) 480-9206

I am a graphic designer who thrives in fast-paced environments with high expectations, specializing in mission-driven initiatives. My ability to work both independently and collaboratively in a wide variety of media achieves measurable brand growth.

EDUCATION

B. A. Design | B. A. Italian
UC Davis, with Honors
Phi Beta Kappa Honor Society

LANGUAGES

English—native
Italian—native
Spanish—conversational

SKILLS & PROGRAMS

Graphic design
Art direction
Creative direction
Video direction
Video production
Brand storytelling

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere Pro
Adobe AfterEffects
Figma

WORK EXPERIENCE

Covariant — Lead Designer

Berkeley, June 2022 - Current

I was the first design hire at Covariant, which when I joined, had just its brand foundations—a logo, a font and a color palette—so I matured these and developed the brand narrative and visuals that would accurately communicate Covariant's position as the leader in AI Robotics. As the one-person design team at a fast-growing AI startup, I am responsible for:

- Defining and executing brand strategy in collaboration with the CMO and marketing team.
- Producing all visual assets and systems across digital experiences, events and print. Creating detailed brand guides that define design at Covariant.
- Collaborating with and directing external partners in photo and video shoots, video production, event design and web design.
- Partnering cross-functionally with software and hardware teams to influence design across the organization.

Cora — Graphic Designer

San Francisco, September 2017 - June 2022

I was an early employee at Cora, where we redefined the period care category while growing revenue 50-fold over a four-year period. I was part of the team that led the packaging design and launch campaigns for a range of products that has grown from two SKUs to over 90, all while conceptualizing and creating assets for multiple high-impact marketing campaigns annually.

- Partnered across teams to create impactful work across all media, including web, email, social, print and packaging, with an emphasis on brand elevation and business goals.
- Expanded brand awareness that drove revenue by designing and maintaining all digital and print communication.
- Collaborated with cross-functional teams to develop packaging concepts for new products and producing print-ready artwork.
- Established design systems and expanded existing ones; maintained brand standards across media.

Soil Life — Graphic Designer

Davis, May 2017 - May 2019

- Responsible for designing all brand assets, including site and infographics that taught the public about soil's relevance in fighting climate change.
- Developed brand manual and worked closely with founder to define the brand strategy.