

Biography : Elizabeth Nelson



Trope Collaborative
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Biography



Elizabeth Nelson has focused on the intersection of innovative creative direction and brand creation and revitalization with strategic effect. Integrating knowledge of a wide range of industries, she connects this diversity with client culture, market and creative trends to create solutions with impact.

Currently Director of Graphic Design at Shedd Aquarium, the most popular ticketed tourist attraction in Chicago, Elizabeth established an in-house advertising and design agency fulfilling multi-channel communication needs from strategy through implementation. Campaign components range from social media banners, print and web collateral to large scale out of home installations and commercials for television and theaters. She directed and launched three successful campaigns — Fantasea, This is Life, and Jellies.

Prior to Shedd, Elizabeth was a second vice-president of Corporate Advertising and Creative Services at Northern Trust's headquarters. She collaborated on the successful redevelopment of the bank's century old brand identity, and the creation of a revised system for 1,300 documents worldwide. She also coordinated with the Director of Online Marketing to ensure integration with online initiatives, and international offices to ensure consistent, regionally flexible, brand deployments.

As a partner and founder of Trope Collaborative Elizabeth directed a wide range of projects from concept to completion. Clients included Ameritech, Budget Rent a Car Corporation, Charlie Trotter's, The Council of Logistics Management, Edelman Public Relations, The Inn at Little Washington, Hill & Knowlton, Inc. Ligature, Inc., Sara Lee Corporation and Quarasan Group, Inc.

Elizabeth received her BFA in Graphic Arts from University of Illinois at Chicago. She is a continuing student of new technologies and a member of AIGA/Chicago.



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