

# Trope Collaborative

a human-centered design consultancy that collaborates with clients & users to be more focused, adaptive & competitive.

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LinkedIn <https://bit.ly/3BKMnhG>

Website <https://bit.ly/3Q1Sd2d>

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## Elizabeth Nelson, Principal

collaborative  
determined  
discerning  
expressive  
empathetic  
supportive  
tireless

Liz is a creative director who connects business, brand and marketing to key organizational initiatives. With extensive experience in merging visual design, content and media strategy for local, national and global audiences, she is perpetually curious about what motivates people to engage with an organization's brand and in heightening memorable experiences through event-driven physical spaces, digital platforms and print communications.

Liz's work experience has focused on graphic design across a wide variety of work environments, including public relations, publishing, the culinary industry, finance and the not for profit sector. Working her way from an assistant art director in a public relations firm, and founding her own design firm, she is now the Senior Creative Director of Brand at Shedd Aquarium, the most popular ticketed tourist destination in Chicago.

Because experiences are becoming increasingly data driven, her goal is to seamlessly shift approaches and media mixtures to responsive environments. As a director in the Design & Exhibits department, she leads a design team that specializes in connecting strategic efforts to success metrics and identifying opportunities to deliver new products and experiences. An intuitive and creative problem solver, Liz has built a reputation for imaginative solutions and professional integrity while finding value in a constraint-driven world.

Interest areas : Brand strategy and strategic planning for multi-channel marketing, creative ideation and problem-solving, message-driven communication systems that integrate advertising, identity and communications, marketing and sales materials and team building, mentorship and coaching.

Liz received her undergraduate degree from University of Illinois at Chicago, with a minor in Asian Studies. For the past six years she has served on the board of directors for Intuit, the Center for Outsider and Intuitive Art and is currently the chair of the Communication Strategy team.

