

# Elyse Fulcher

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## Summary

Visual and experiential designer with 9+ years of experience crafting brands, designs, experiences in technology, entertainment, and education. Led projects achieving Webby nominations, \$100M+ in funding for startups, sold-out product launches, and created in-person immersive experiences around the world.

## Work Experience

### Startup Artclub

Creative Director & Owner (May 2019 – Present)

- Raised over \$100 million for startups through brand identity, web design, and investor pitch materials. Clients include Saildrone, Haystack VC, Wivity.
- Sold out hundreds of TRNTBL's wireless turntables through creative campaign strategy, brand refresh, website design, digital and physical campaign, which secured a feature in Design Milk.
- Managed client onboarding and discovery workshops, crafting creative concepts for branding, campaigns, and production timelines. Clients include TikTok, VNYL, Catchall, Futureboss.
- Designed branding, investor materials, illustrations, video productions, web design, social content, digital and physical campaigns, and UX/UI design for SaaS products and e-commerce platforms. Clients include Griddy, Parkside, Celium.

### Dew Drops

Creative Director (April 2023 – June 2023)

- Spearheaded design and development of a brand identity encompassing name, values, messaging, logo design, illustrations, and web design.
- Established and implemented a content strategy for social media marketing to cultivate an audience of ~5,000 artists, collectors, and followers.
- Orchestrated platform launch and digital marketing for renowned digital artists, achieving a 68% purchase rate and sold-out drops for Bryan Brinkman, Pop Wonder, Mumbot, and Shay the Surrealist.

### Candy Digital (formerly Palm Studio)

Creative Director (October 2021 – March 2023)

- Developed creative strategies for interactive, multi-media experiences focused on digital collectibles, resulting in a Webby nomination and exceeding \$20 million in traded assets.
- Launched digital marketplace, onboarded 50,000+ active accounts, grew the platform to become 3rd most mentioned brand in web3 (November 2022).
- Led creative direction for web3 projects, including the Harley Quinn project which achieved a 100% sell-out within 1 hour, \$15 million in transactions.
- Directed over 20 artists and designers in novel production pipelines, guiding production of 2D/3D content, animation, web design, social campaigns, and experiential designs for in-person and online events.
- Managed client relationships with industry leaders Warner Bros, DC Comics, and Microsoft.

Creative Lead (March 2021 – October 2021)

- Championed creation of interactive experiences and digital collections leveraging blockchain technology, fostering inclusivity for sold out Warner Bros theatrical campaigns for a total of 500,000 claimed and purchased assets.
- Coordinated a network of 3D vendors and contractors to produce static and motion assets for major franchises across social media and digital marketplaces, resulting in complete sellouts of 189,000 assets and 146,000 social shares at a rate of 5 assets claimed per second.

### BLT Communications

Illustrator & Designer (June 2018 – May 2019)

- Conceptualized and illustrated 100 pieces of digital and print key art for theatrical campaigns for esteemed clients including Disney, Netflix, Dreamworks, Legendary Pictures, and Prime Video. Featured work on streaming platforms, building covers, billboards, posters, and banners.

### Pure Imagination Studios

Theme Park Concept Designer (September 2016 – June 2018)

- Led conceptual design of interactive design systems, sets, characters, and props for immersive theme parks. 3 parks built globally for National Geographic and 1 park for Mattel feature original designs.
- Produced hundreds of assets for video content, interactive installations, AR, VR, and pitch materials.

### Muse School

Art Teacher (June 2016 – December 2016)

- Developed and delivered 3 curricula for high school and elementary, guiding 80+ students in exploring the creative process. Process Communication Management trained to counsel and support students throughout coursework.

### Unit9 Films

Concept & Story Artist (March 2016 – September 2016)

- Conceptualized storyboards, mock-ups, and concept sketches for Malibu Rum campaigns, short films, and commercials.

## Skills

- Creative Direction
- Art Direction
- Creative Strategy
- Brand Development
- Experiential Design
- Graphic Design
- Pitching
- People Management
- Project Management
- Social Media Strategy
- Public Speaking
- Creative Strategy

## Tools

- Figma
- Blender
- Unreal Engine
- Substance
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe AfterEffects
- Keynote
- Wordpress
- Microsoft Office
- Confluence, Jira, Airtable

## Education

Los Angeles Academy of Figurative Arts  
Fine Art 2015