

Lili Aileen

DIGITAL DESIGNER

www.liliaileendesign.com
liliaileendesign@gmail.com
www.linkedin.com/in/liliaileen/

Education

Columbus College of Art & Design

Bachelor of Fine Arts

Major in Graphic Design & Advertising

Minor in Photography

Graduated Summa Cum Laude

Skills

Print & Digital Design

Adobe Creative Suite

Brand Identity

Paid Media Advertising

Social Media Design

Website Graphics

File & Template Creation

Canva

Website Design

Figma

Shopify

WIX

Squarespace

Lifestyle & Studio Photography

Nikon DSLR

On Set Production Assistant

Email Campaigns

Klaviyo

Videography & Editing

TikTok/Reels Video Creation

Adobe After Effects

CapCut

Awards

AAF ADDYS National

Gold Award, Annual Report

AAF ADDYS Regional

Gold Award, Annual Report

AAF ADDYS Columbus

Gold Award, Annual Report

CSCA Creative Best

Award of Excellence, Print

CSCA Creative Best

Award of Merit, Identity

CSCA Creative Best

Award of Merit, Photography

Chroma: The Best of CCAD

Work Experience

HOMAGE

Digital Designer

January 2021 - Present

- Solely responsible for designing all digital advertising assets generating nearly \$1 million in monthly sales and attracting over 20,000 new customers each month with a consistent ROAS of 3.
- Leverage design expertise to optimize ad performance, enhancing engagement and conversions across platforms.
- Collaborate with the photography team on styling, lighting, and creative direction to produce high-quality campaign visuals.
- Support the Digital Design team in creating weekly campaign emails, social, and web assets.

Lili Aileen Design

Freelance Graphic Designer

Working with Gambit Strategies, Brandwell Solutions, Beauty Industry Pro, Teachers of Tomorrow, Luxe Bridal Brands, GoSocial, Lifetime Quality Roofing, & ICanDoThatDesign.

March 2019 - Present

- Conceptualized and produced print materials, including brochures, flyer's, and folders, enhancing brand consistency and storytelling.
- Designed and managed social media accounts, increasing visibility and engagement for client campaigns.
- Developed internal marketing collateral, reinforcing company initiatives and brand values.
- Collaborate with photographers and videographers, integrating their shots and enhancing them with text overlays, animations, and audio effects.

Swoon Paper Co.

Design & Production Coordinator

October 2020 - January 2025

- Spearheaded daily operations, managing all aspects of a high-volume stationery business, contributing to over \$800,000 in sales.
- Designed custom orders with precision, ensuring customer satisfaction and earning thousands of 5-star reviews.
- Handled end-to-end order management, including customer communication, vendor coordination, and problem resolution, ensuring seamless production and delivery.
- Built strong client relationships by delivering personalized service and prompt responses, fostering repeat business and customer loyalty.
- Maintained quality control by liaising directly with print shops, ensuring all products met exacting standards before fulfillment.

Conspire Agency

Graphic Design Intern

January 2020 - November 2020

- Created cohesive design themes for marketing collateral and developed multiple logo iterations.
- Participated in weekly team meetings, contributing to concept development alongside senior designers.