

## Education

### Columbus College of Art & Design

Bachelor of Fine Arts

Major in Graphic Design & Advertising

Minor in Photography

Graduated Summa Cum Laude

## Skills

### Digital & Performance Design

Paid Social Creative

Email Design

Campaign Design

Web Graphics

Brand Identity

### Design Tools

Adobe Creative Suite

Figma

Canva

### Platforms

Shopify

Wix

Squarespace

Meta Ads Creative

Email Marketing Systems

### Content Production

Photography & Videography

Video Editing

Motion Graphics

TikTok/Reels Content

## 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

- Lead creative ownership of all paid digital advertising assets, driving nearly \$1M in monthly revenue and acquiring 20,000+ new customers monthly, maintaining an average ROAS of 3.
- Design and iterate high-performing ad creative optimized for paid social platforms, improving engagement, click-through rates, and conversion performance through ongoing testing and refinement.
- Partner with photography and production teams on concept development, styling direction, lighting, and on-set execution to ensure cohesive, high-performing campaign visuals.
- Support cross-functional digital marketing initiatives including weekly email campaigns, social content, and website creative assets, ensuring brand consistency across all digital touch points.

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.*

March 2019 - Present

- Develop full-spectrum brand and marketing design systems including digital ads, print collateral, email graphics, and social campaigns tailored to each client's audience and goals.
- Create and manage social media creative content, improving brand visibility and engagement through consistent, strategy-driven visual storytelling.
- Produce internal and external marketing materials that support campaign launches, brand positioning, and ongoing promotional initiatives.
- Collaborate with photographers and videographers, enhancing raw content with motion graphics, typography, animation, and audio to create elevated multi-platform assets.
- Translate client goals into cohesive visual identities across digital and print channels, balancing creativity with performance-focused execution.

Swoon Paper Co.

### Design & Production Coordinator

October 2020 - January 2025

- Directed daily operations of a high-volume custom stationery business, contributing to over \$800,000 in sales through design execution and production oversight.
- Designed fully customized client orders with high attention to detail, directly contributing to thousands of 5-star customer reviews and strong repeat business.
- Managed end-to-end workflow including customer communication, vendor coordination, production tracking, and quality assurance to ensure timely and accurate fulfillment.
- Partnered directly with print vendors to ensure color accuracy, material quality, and production standards were met prior to shipping.

Conspire Agency

### Graphic Design Intern

January 2020 - November 2020

- Designed brand identity systems, marketing collateral, and logo variations for client projects.
- Supported concept development and creative ideation in weekly team meetings.
- Delivered production-ready design files under senior designer direction.