

Lili Aileen

Digital Designer

Work Experiences

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 GoSocial, Lifetime Quality Roofing, ICanDoThatDesign, Gambit Strategies, & Teachers of Tomorrow.

January 2020 - Present

- Conceptualized and produced print materials, including brochures, flyers, and folders, enhancing brand consistency and storytelling.
- Designed engaging social media content, 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 over four years.
- 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.

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

Brand Identity
Social Media Design
Website Graphics
Paid Media Advertising
File & Template Creation

Website Design

Figma, Shopify, WIX,
& Squarespace

Lifestyle & Studio Photography

Nikon DSLR

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

Chroma: The Best of
CCAD

CSCA Creative Best
Award of Excellence,
Print

CSCA Creative Best
Award of Merit,
Identity

CSCA Creative Best
Award of Merit,
Photography

CCAD Presidents List

Contact

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