

LILIA DIAZ

lilia.diaz26@gmail.com | 731.697.5973

liliadiaz.com

References available upon request.

GRAPHIC DESIGNER | DIGITAL MARKETER | BRAND STRATEGIST

EDUCATION

MS Marketing

DePaul University
Kellstadt Graduate School of Business
Current Student

Digital Marketing and Integrated Communications Certificate

The University of Chicago
Graham School for Continuing Liberal and Professional Studies

BA Art

Union University
Magna Cum Laude

SKILLS

Adobe Creative Cloud

Indesign, Photoshop, Adobe Acrobat Pro, Bridge, Illustrator, Adobe XD, After Effects, Muse, Premiere Rush

Microsoft Office

Word, Powerpoint, Excel

Email Marketing

Mailchimp, My Emma

Google Applications

Google Ads (Certified), Google Analytics (GAIQ Certified), G-Suite

Project Management

Asana, Basecamp, Trello, Slack

Website Design

Adobe Muse, Adobe XD, Divi Builder (Wordpress), Squarespace, Weebly, Wix

Bilingual (Spanish)

Illustration

Digital Photography

EXPERIENCE

Columbia College Chicago

Senior Graphic Designer | 9/2018–Present

- Advise multiple teams regarding design and application of the college's brand identity standards and check for design integrity appropriateness, printability, and visual appeal.
- Work with the web development team to design website and email designs, including the college's annual report and employee portal websites and alumni emails.
- Collaborate with the social media team to produce and implement social strategies and designs, including design consulting on a \$1 million admissions campaign led by ad agency SOCIALDEVIAN.T.
- Design and produce marketing print and digital materials, which currently sit at 200+ completed projects.

UChicago Creative

Graphic Designer | 2/2015–8/2018

- Responsible for collaborating with university departments, offices, initiatives, and centers on visual communication strategies and tactics, earning approximately \$80,000 annually to UChicago Creative's revenue.
- Department consultant for social media art direction and tactics related to main UChicago channels and ongoing projects with other UChicago entities.
- Completed 600+ design projects in both digital and print.

Raines Design

Graphic Designer | 6/2013–10/2013

- Designed print and web materials, such as logos, posters, invitations, flyers, business cards and websites for local businesses (using Adobe Muse only).
- Facilitated in-house stationary printing and packaging.

Union University

Graphic Designer | 4/2012–5/2013

- Worked closely with the Creative Director in the Office of Communications to brainstorm and implement designs for posters, logos, brochures, mailers, and ads for the university and its various departments and offices.

SPECIAL PROJECTS

Infant Welfare Society of Chicago

- Developed social media playbook containing best practices, messaging and visual guidelines, and sample crisis communication
- Created a content calendar with sample content and imagery
- Audited peer social channels