

## SKILLS

Adobe Creative Suite  
Microsoft Office | Google Workspace  
Wordpress | Wix | Basic HTML  
Frontend Web Development  
Basic Backend Web Development  
SEO Optimization  
Print and Digital Design  
Illustration | Color Theory  
Publication Layout & Design  
Prepress & Preflight Practices  
Advertisement Design  
Concept Development  
Creative Problem Solving  
Organization | Communication  
Collaboration | Team Management

## EDUCATION

COLORADO STATE UNIVERSITY  
Bachelor of Fine Arts  
Concentration in Graphic Design  
Minor in Info Science and Technology  
Minor in English Literature

## EXTRACURRICULARS

Music Enthusiast  
Ignored Cat Mom  
Video Gamer  
Sub-par Crocheter  
Mediocre Skier  
Anime Aficionado  
Bookworm

# LILLY LUKE

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## EXPERIENCE

### ART DIRECTOR | ARMADA MEDICAL MARKETING SEPTEMBER 2020 - PRESENT

Collaborate closely with account managers and copywriters to create compelling print, web, and social media content tailored to client needs. Oversee quality control, troubleshoot content issues, and monitor the performance of live WordPress websites to ensure optimal functionality. Design, redesign, and launch WordPress sites, implementing both front-end and back-end development solutions. Optimize websites for SEO, enhancing visibility and search rankings through keyword research, metadata optimization, and performance improvements. Ensure all assets align with brand standards and client-specific visual guidelines. Translate creative direction into effective design and advertising solutions while managing multiple projects and meeting tight deadlines.

### ASSISTANT ART DIRECTOR | DUST CITY WOOD STICKERS DECEMBER 2018 - SEPTEMBER 2020

Designed and created a wide variety of graphic art, and provided graphic support for blogs, websites and social media. Worked directly with Sales Director to develop designs and product launches. Coordinated new product releases internally and provided graphic support for website and social media. Developed brand awareness and online reputation through content management of social media. Efficiently worked the customer order queue to help the department do it's part to meet or exceed the customer's delivery and quality expectations. Created preflight electronic files and print ready PDFs for digital equipment. Maintained template consistency and file quality for print and electronic media. Provided support for customers to maintain order satisfaction and print ready custom stickers.

### CREATIVE SERVICES INTERN | 5280 MAGAZINE JULY 2018 - NOVEMBER 2018

Tasked with the design and layout of print and digital advertisements in 5280 Magazine along with subsidiary publications produced through the company with a combined distribution of over 100,000 monthly. Carried out design concepts for audience development and marketing collateral. Assisted account manager by creating sales sheets, proposals, and recaps for advertisers. Helped design team management with overflow work. Collaborated regularly with advertising, marketing, and events departments.

### CREATIVE SERVICES MANAGER | ROCKY MOUNTAIN STUDENT MEDIA AT COLORADO STATE UNIVERSITY AUGUST 2016 - MAY 2018

Managed and trained a team of 3-4 graphic designers to create advertisements for web, print, and special publications published by the company. Worked directly with internal and external clients to design advertisements for all print publications including daily newspaper and College Avenue magazine and with daily circulations of 5,000. Designed and project managed 3-4 special sections per semester for Colorado State University including: Visitors Guide, Orientation Guide, Parent and Family Guide, and Sorority and Fraternity Guide. Created editorial infographics, illustrations, and packages for CSU Life, a monthly newspaper distributed to 7,200 university faculty and staff. Worked with clients to create engaging materials designed to meet their communication goals.

