



## Contact

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## PORTFOLIO:

[www.lily.binswanger.com](http://www.lily.binswanger.com)

## Professional Skills

- Strong Communication  
Written and Verbal skills
- Detail Oriented
- Conceptual Thinking
- Adobe Creative Cloud
- Time Management
- Graphic Design
- Food Photography
- Typography
- Collaborative
- Team Player
- Motion Design
- UI Design
- Brand Identity
- Microsoft Office
- Attention to Detail
- Adaptability
- Problem-Solving
- Willingness to Learn

# Lily Binswanger

## PERSONAL PROFILE

Enthusiastic and highly motivated Junior Designer, with valuable experience in advertising as a Jr. Art Director intern and a freelance Graphic Designer. Adept at pushing the boundaries of design, my passion lies in conceptual thinking, and I possess expert knowledge of the Adobe Creative Cloud suite. Eager to contribute creativity, innovation, and a keen eye for detail to a dynamic team. Living in the Chicago area and willing to relocate if necessary.

## QUALIFICATIONS

- Proficient in utilizing a wide range of design tools within the Adobe Creative Cloud, including Photoshop, Illustrator, and InDesign, to bring ideas to life.
- Strong skills in graphic design, with a keen eye for layout, color, and typography, ensuring visually appealing and effective designs.
- Adept at working collaboratively with cross-functional teams, demonstrating effective communication and adaptability to diverse creative environments.
- Quick learner with the ability to adapt to evolving design trends and technologies, staying current in the dynamic field of graphic design.
- Efficiently manage time and prioritize tasks to meet project deadlines while maintaining the quality of work.

## EXPERIENCE

### GRAPHIC DESIGNER | Drury Lane Theatre

Mar. - Present. 2024

- Currently contract Graphic Designer for **Drury Lane Theatre**.
  - Newsletters, restaurant menu design, digital marketing and print ads
  - Assist with other digital marketing requests for the company.

### ASSOCIATE GRAPHIC DESIGNER | VOX Media

Aug. - Dec. 2023

- Ad development and design support for digital channels on VOX's websites, including social media ads, digital banners, and digital catalogs.
- Helped complete over 500 tasks for Q3 and Q4 with quick-turnaround times (24-48 hours).
- Accounts I worked on but not limited to: Amazon, Meta, Draft Kings, Doritos, ATT, FX, etc.

### ART DIRECTOR INTERN | Highdive

June - Aug. 2023

- Developed potential TV campaigns and earned media activations.
- Successfully marketed and sold two social campaigns to Jeep. Increased Jeep's social media impressions.
- Crafted digital banner ads for Airheads, scheduled for display across Kroger in 2024.
- Accounts I worked on: Jeep, Airheads, Chupa Chups, Jersey Mikes, Lays, and Dollar Shave Club.

### ART DIRECTOR INTERN | Karsh Hagan

Sept. - Dec. 2022

- Spearheaded the redesign of a newsletter for Metro Caring increasing email subscribers by 20%
- Created visually appealing email invites, Christmas cards, event posters, and social media posts as part of the design initiatives.

### UI DESIGNER | DefyThemAll

Sept. - Oct. 2022

- Contract UI Kit Designer, aiding the Executive Creative Director.
- Utilized Adobe XD to translate UX design elements into a cohesive UI Kit for a restaurant client.

### ART DIRECTOR INTERN | The VIA Agency

June - Aug. 2022

- Served as the lead PowerPoint designer for Sebago Clean Waters, ensuring the creation of impactful presentations to effectively market to potential collaborators.
- Engaged in ad conceptual thinking, actively participating in the brainstorming process to conceptualize potential TV campaigns for Arm & Hammer Oxi Clean and Hardball Kitty Litter.

## EDUCATION

- **ART DIRECTION** | Denver Ad School **2022**
- **B.S. STRATEGIC COMMUNICATION** | University of Colorado Boulder **2020**