

Lilith Haig

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SKILLS

Key: Graphic Design, Motion Graphics, Video Editing, Web Design

Technical: Adobe After Effects, Adobe Creative Suite, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Cinema 4D, Figma, HTML, Python

Marketing: Brand Awareness, Client Relationship Management, Rebranding Strategies, Social Media, User Engagement

Working Style: Conscientious, Creative, Detail-Oriented, Flexible, Highly Organized, Reliable

WORK EXPERIENCE

Lilith Haig Design • Remote

07/2021 - Present

Freelance Designer

- Partners with major organizations to deliver innovative design solutions, creating impactful websites, print and digital art exhibition catalogs, and engaging social media content across various platforms.
- Developed and executed a full rebranding strategy for a major national nonprofit organization, leading to a 60% increase in brand recognition and a 25% growth in donor contributions in first 6 months.
- Produced compelling social media content across multiple platforms that drove a 40% increase in website traffic, maxing out conference ticket sales, and 20% increase in user engagement.

Verizon • Hybrid - New York, NY, USA

05/2021 - Present

Animator/Motion Graphics Artist

- Utilized Adobe After Effects, Figma, Sketch, and Photoshop to design animations, UI motion design for Verizon website, and 2D graphics
- Independently developed After Effects scripts using skills in coding to increase team efficiency, saving each team member 6-10 hours per week in production time
- Mentored junior designers and contributed to the development of motion tests for web experiences and website design, demonstrating effective leadership and project coordination skills.
- Managed multiple projects simultaneously, prioritizing tasks effectively and delivering high-quality work on-time and within budget.

01/2019 - 06/2021

Union College • Schenectady, NY

Digital Studio Technician

- Assisted over 400 undergraduate students in gaining proficiency in design software, resulting in a 30% increase in student productivity.
- Assisted undergraduates in learning Adobe After Effects, Premiere, Photoshop, Illustrator, Cinema 4D, and Python.
- Implemented a mentoring program for undergraduate students seeking additional support, resulting in a 50% decrease in the number of student inquiries and an increase in self-sufficiency.

EDUCATION

Bachelor Of Arts in Studio Fine Arts And Art History

Union College • Schenectady, NY, USA • GPA: 3.9

06/2021

Specialized in digital design, aesthetics, and postmodern-contemporary American visual culture.