

LILLY SAYE

Designer & Coordinator

EXPERIENCE

BIC, Rocketbook Inc.

Art Director

September 2025-Present

Lead all creative production, reviewing and delivering assets across internal and external teams. Support the new and improved custom business and app initiatives. Serve as liaison between teams to manage timelines and keep creative moving. Plan and execute all in-house and outsourced brand photoshoots. Own & organize all visual asset storage.

Lead Designer

April 2024-September 2025

Led the brand's return to social media while designing Klaviyo campaigns, Shopify assets, and refreshed Amazon visuals. Created promotional and lead-nurturing content to support broader marketing goals across channels. Served as interim social media manager.

Associate Designer

May 2022-April 2024

Redeveloped and refined brand guidelines to reflect the brand's values. Provided creative for social, e-commerce, Amazon, in-store displays, packaging, email, and in-app messaging.

Stun Design & Interactive

Junior Designer

August 2020-May 2022

Developed and redesigned complete brand identities, print collateral, publications, digital assets, and social content for a wide range of local and national clients. Designed event-focused websites and animations.

Northeast Louisiana Children's Museum

Freelance Designer

August 2014-Present

Deliver social ads, seasonal swag, magazine spreads, event branding, and signage. Created brand kit for their relocation project.

EDUCATION

Louisiana Tech University

Bachelor of Fine Arts, Graphic Design

4.0 GPA, 2017-2020

Awarded LTU Medal of Honor for perfect GPA, Phoebe Mathis School of Design Award, President's Honor List, Second Year Graphic Design Award, Outstanding Student Scholarship, and American Advertising Awards Finalist

CONTACT

lillysaye.com

sayelilly@gmail.com

TOOLKIT

Adobe Creative Suite

Figma

Asana

Monday.com

Google Suite

Microsoft Suite

Shopify

Klaviyo

Amazon Vendor Central

Sprout

Clickup

SKILLS

Brand Design

Digital Advertising

Print & Publication Design

Package & Retail Display Design

Ecommerce

Amazon Advertising

Direct Communications

Social Media Management

Influencer Partnerships

Project Management

INTERESTS

Community Projects

Health & Fitness

Travel

Cooking

Photography

Family