

# LILLY SAYE

## GRAPHIC DESIGNER

### EXPERIENCE

#### **BIC, Rocketbook Inc.**

*Lead Designer*

*April 2024–Present*

Led our return to social media, working closely with teams to connect with audiences across retail, e-commerce, and direct channels. Designed and launched Klaviyo email campaigns, created and implemented seasonal assets for Shopify, revamped our Amazon presence, and provided promotional and lead-nurturing assets for all channels.

*Associate Designer*

*May 2022–April 2024*

Collaborated with the marketing team to enhance brand presence and consistency through updated brand guidelines, covering social media, e-commerce banners, Amazon ads, in-store displays, packaging, email campaigns, and in-app messaging.

#### **Stun Design & Interactive**

*Junior Designer*

*August 2020–May 2022*

Developed brand identities and design content for several local and national companies which included logos, print materials, collateral design, publications, and social media posts.

#### **Northeast Louisiana Children's Museum**

*Freelance Designer*

*August 2014–Present*

Delivered social media ads, seasonal swag, full-page magazine ads, event branding, and signage.

### 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](http://lillysaye.com)

[sayelilly@gmail.com](mailto:sayelilly@gmail.com)

318-538-9989

### PROGRAMS

Adobe Creative Suite

Asana

Monday.com

Google Suite

Microsoft Suite

Shopify

Klaviyo

Amazon Vendor Central

### SKILLS

Typography

Layout

Logo Design

Branding

Digital Advertising

Print & Publication Design

Package & Retail Display Design

Ecommerce

Direct Communications

### INTERESTS

Community Based Projects

Fashion

Health

Travel

Baking

Photography