

LILA KYDD SCHLOMKOWITZ

Art Director | Designer | Mentor

SKILLS

Adobe Creative Suite, Sketch,
Adobe XD, Keynote, PowerPoint,
Self-Motivated, Clear
Communicator, Excellent Leader,
Team Oriented

INFO

Portfolio

www.lilakydddesign.com

Mobile

805.698.5110

Email

lilakydd@gmail.com

LinkedIn

www.linkedin.com/in/lilakydd/

EDUCATION CERTIFICATIONS & VOLUNTEER

Academy of Art University

BFA, Illustration
2006

School of Visual Arts

Certificate, Javascript
2010

LinkedIn

Certificate, Designing for Emotion
2020

LinkedIn

Certificate, Coaching for Leaders
& Managers
2020

LinkedIn

Certificate, Coaching & Developing
Employees
2020

Coursera

Certificate, Brand Identity
2020

In It Together Team Leader

NYC Volunteer Organization
2020

PROFILE

Dynamic and accomplished design professional with history of successful brand building, content design and digital strategy. Monitor project progression to ensure successful completion within budget across all company platforms. Cross-functional, adaptable and transformational leader with the ability to rapidly plug into an organization and drive meaningful business impact.

EMPLOYMENT HISTORY

CareerFoundry, Design Mentor

April 2020 - Present

- Craft individualized video reviews of student work, highlighting creative successes and areas for improvement to showcase in-demand skills and design processes
- Actionable suggestions to improve the quality of student submission
- Apply extensive industry experience to guide students on potential career paths within the design and UI field of study

WebMD, Senior Designer

August 2020 - July 2021

- Involvement in creative brainstorms for pre-sales marketing efforts
- Lead creative design for pre-sales marketing proposals
- Execute creative design for post-sales concepts
- Bring new ideas to life, visualize concepts, experiences, mocks and new tools
- Creation of dynamic presentations for client facing materials

Bed Bath & Beyond, Art Director / Web Manager

July 2019 - January 2020

- Hands-on leadership to align creative direction, concepts and product
- Direct all phases of the creative brief
- Manage design changes between merchandisers, marketers and designers
- Establish and maintain a consistent aesthetic across channels
- Motivational approach to collaboration and problem solving with full team cooperation

Citibank, Senior Designer

October 2018 - July 2019

- Strong creative direction and leadership for client presentations
- Data driven manager who led presentations with researched design insights
- Collaborated closely with senior leaders to strategize and successfully grow revenue from existing accounts

Newell Rubbermaid, Art Director

May 2017 - October 2018

- Increased revenue by 2X across food and cookware (FAC) platforms
- Responsive design across all channel platforms
- Implemented UI in a brand redesign for Calphalon

The Guardian News & Media, Senior Designer

April 2015 - April 2017

- Created original branded content series which contributed \$1.5m in revenue
- Generated snackable social media videos driving to top performing content
- Directed and created 45 second social media videos including John Legend, Tory Burch, Luis Von Ahn and Aesha Ash
- Created and designed the logo for The Guardian's Digiday award winning series "Side Hustle" which was sponsored by Squarespace
- Developed wireframes and templates for paid content of Amazon's premiere show "The Grand Tour"

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EMPLOYMENT HISTORY, CONT.

Freelance Design, Art Direction & Design

October 2014 - April 2015

- Freelance design work in this period of time included info-graphics, high end realty advertising, package design, brochures, PowerPoint creation, Keynote design and logo work

Adprime Health, Design Director

August 2013 - October 2014

- Recruited by COO to build and establish video content
- Hired a team of designers, writers and video editors
- Created unique info-graphics, animations and still graphics for medical and health video library

Lovesac, Senior Designer

May 2013 - August 2013

- Collaborated with my team to design and execute re-branding of www.lovesac.com
- Pitched and presented website re-design ideas to CEO
- Researched UX, web functionality, styles and colors to elevate the brand
- Directed extensive email campaigns, logos and marketing banners for a unique subscriber list of 200,000 people

Neighborhoodies, Design Director

January 2012 - April 2013

- Created look and feel of brand
- Directed photo shoots for web and email content

Healthguru Media, Graphic Designer & Art Director

April 2007 - December 2011

- Lead and conceptualized initial website design through collaboration with external agency
- Provided visitors with an engaging, user-friendly, and educational web experience and interface by staying true to brand vision and alignment
- Managed post-production design work and b-roll among two teams of designers and video editors
- Oversaw the creation of web site graphics while collaborating and managing other designers, video editors and front-end engineers
- Created comprehensive info-graphics for health videos, surveys and quizzes across seven channels