

LILA KYDD SCHLOMKOWITZ

Director | Designer | Mentor

805.698.5110 | lilakydddesign.com | lilakydd@gmail.com | linkedin.com/in/lilakydd/

Art Director & Design Lead with extensive experience shaping digital strategy, brand identity, and visual storytelling for lifestyle, CPG, and luxury brands. Known for directing high-performing creative teams and crafting impactful campaigns across packaging, social, and digital platforms. Combines strong conceptual thinking with hands-on execution to evolve brand systems and deliver business impact. Skilled in Adobe Creative Suite, scalable template systems, and adaptable brand development.

EMPLOYMENT HISTORY: KEY ROLES & ACHIEVEMENTS

CareerFoundry, UI Design Mentor & Creative Lead

April 2020 – Present

- **Deliver real-world industry insights to enhance students' practical application of design concepts** while fostering creative direction and mentorship.
- **Instruct best practices in design software** including Adobe Creative Suite and Figma to build strong technical proficiency and promote visual storytelling.

SARANKCO, Digital Art Director

September 2021 – November 2024

- **Led creative design and art direction for major campaigns** with American Express, Sephora, Leading Hotels of the World, Goldman Sachs, and One Main Financial, overseeing research, design, production, and deployment of visual assets across emails, landing pages, and print collateral.
- **Directed the creation of persuasive presentation decks and marketing emails** at SARANKCO, utilizing typography and layout skills to drive client engagement and campaign success.
- **Enhanced customer engagement and conversion rates** by executing compelling design strategies and refined visual narratives, notably boosting engagement and bookings on AmexTravel.
- **Managed cross-functional teams through complete project life cycles—from kickoff, concept, and design rounds** to production and deployment—while delivering impactful client presentations.
- **Mentored emerging design professionals** by recruiting and guiding interns who successfully transitioned into full-time roles, thereby strengthening team capabilities and elevating design quality.
- **Collaborated with American Express' compliance and legal teams** to ensure marketing materials adhered to regulatory standards and maintained the integrity of card benefits and branding language.

Bed Bath & Beyond, Art Director

July 2019 – January 2020

- **Directed with a hands-on approach to align creative direction**, concepts, and product strategies, ensuring brand cohesion and market relevance.
- **Nurtured seamless collaboration** between merchandisers, project managers, marketers, developers and designers, **reducing bottlenecks and improving workflow efficiency**.

Newell Rubbermaid, Art Director

May 2017 – October 2018

- **Developed high-impact creative collateral that contributed to a 200% revenue growth for two top-performing Newell brands**, Calphalon and Crock-Pot.
- **Created and managed the top-performing holiday email campaign, generating \$75K in revenue from a single email.**
- **Led the implementation of the Calphalon brand redesign across all digital channels**, including web, Amazon.com, and key retailer platforms, ensuring consistent and cohesive brand presence.

The Guardian News & Media, Senior Designer

April 2015 – April 2017

- **Led the creative direction and execution of a distinctive branded content series sponsored by Edward Jones Financial, generating \$1.5M in revenue.** The series leveraged strategic storytelling and high-profile influencer collaborations to spotlight philanthropic initiatives, amplifying awareness of critical social issues in underprivileged communities.
- **Spearheaded the brand identity for The Guardian's Digiday Award-winning series, Side Hustle**, developing a logo that visually encapsulated the essence of entrepreneurship and innovation, strengthening audience recognition and engagement.
- **Designed and structured wireframe modules and templates for Amazon's 2016 series, The Grand Tour**, establishing a scalable digital framework that optimized user experience and streamlined content delivery across platforms.

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EMPLOYMENT HISTORY: ADDITIONAL HISTORY

WebMD, Senior Designer

August 2020 – June 2021

- Transformed abstract and often difficult ideas into tangible visuals, crafting high-impact collateral and digital experiences that enhanced consumer understanding and accelerated decision-making.
- Guided cross-functional teams, pushing brand boundaries to develop compelling, forward-thinking concepts that resonated with target audiences.

Citi, Senior Designer

October 2018 – June 2019

- Partnered cross-functionally with internal teams to strategize and develop high-performing email campaigns through UI enhancements and creative embedded animations to drive audience engagement and conversions.
- Conceptualized, developed and delivered compelling presentations to clients while continuously supporting brand alignment, messaging and marketing and brief objectives.

Contract Design, Art Direction & Design

October 2014 – April 2015

- Acquired extensive design expertise by contracting with multiple leading studios, enhancing proficiency in diverse areas such as infographics, luxury real estate advertising, and packaging design, thus elevating project quality and client satisfaction.

Adprime Health, Design Director

August 2013 – October 2014

- Recruited by the COO to spearhead a brand new video design department at AdPrime Health. I hired a leading a team of designers, writers, and video editors.
- Produced, directed and created custom info-graphics, animations, and still graphics for a comprehensive medical and health video library, taking often times extremely intricate topics and ideas and formulating them into digestible, informative graphics and animations.

Lovesac, Senior Designer

May 2013 – August 2013

- Worked side by side with the CEO of Lovesac and my creative director to create the impactful re-design and re-branding of Lovesac.
- Conducted UX research, including A/B Testing, to refine web functionality, styles, and colors to enhance the brand.
- Directed email campaigns, logo designs, and marketing banners targeting a subscriber base of 200,000.

EDUCATION

Bachelor of Fine Arts | Academy of Art University, San Francisco, CA | Illustration

SKILLS

Leadership & Mentorship: Creative Direction, Team Management

Design & Branding: Adobe Creative Suite, Figma, Sketch, Gemini, Midjourney

Digital Strategy & UX: UI/UX, Brand Identity, Wireframing

CERTIFICATIONS

School of Visual Arts: Certificate, Javascript, 2010

LinkedIn: Certificate, Coaching for Leaders & Managers, 2020

Coursera: Certificate, Brand Identity, 2020

Google AI Essentials from Coursera: Google Certificate, 2025

LinkedIn: Figma: Using Auto Layout, 2025

LinkedIn: Google AI Essentials from Coursera, 2025

INTERESTS

Community involvement, Artificial Intelligence, interior design, oversized coffee table books, blank pages, novels, travel, food hard copies of cook books, learning about different cultures, volunteering, photo-realism, the ocean, scuba diving, getting lost, finding the darkest and oldest bar or cafe in a hidden alleyway, finding a common thread, collaboration & mentorship.

VOLUNTEER

In It Together: NYC Volunteer Organization, 2020

Fort Green Park Conservancy NYC Volunteer Organization, 2024 + 2025