

Liliana Bredice

LEAD VISUAL DESIGNER | MARKETING SPECIALIST | CREATIVE STRATEGIST

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Greater Boston and Remote

I'm a highly accomplished and results-driven professional with a strong background in design, sales, marketing, and brand development. I've demonstrated expertise in curating user experiences, developing captivating design solutions, and creating compelling brand experiences. I have proven ability to analyze market trends and leverage data to drive strategic decision-making and create design work that produces results. I'm a seasoned collaborator with cross-functional teams and nurturing client relationships, and I'm known for innovative thinking, attention to detail, and delivering exceptional results in fast-paced environments.

EXPERIENCE

Lead UX Designer of Growth, Brand, & Marketing

Mission Lane | September 2022 - current

- Directed the development and design of the Mission Lane app, web experience, and brand, including wireframing, prototyping, and collaboration with engineers for seamless implementation.
- Revamped the Mission Lane brand to establish a refined market presence, surpass competitors, and resonate with diverse audiences and demographics. This included crafting a new brand persona, style guide, and initiating work on an updated logo to represent the diverse product lines within the company.
- Designed various marketing assets, such as email campaigns, paid advertisements, social media content, landing pages, the Mission Lane website, credit card application experience, and partner affiliations.
- Led the design team in developing comprehensive design systems and evolving the brand, ensuring consistent adherence to up-to-date brand guidelines across all assets.
- Collaborated with the Marketing Growth team to devise effective marketing strategies for affiliate partnerships, promotional email campaigns, in-application alerts and screens, and paid advertisements on Instagram, Facebook, Twitter, and GDAN.
- Fostered strong partnerships with cross-functional teams, including copywriters, content creators, marketing specialists, engineers, product developers, and data analysts, to ensure seamless project execution.
- Collaborated closely with content writers, engineers, and product developers to enhance the website, mobile application, and credit application experience, focusing on delivering a user-centric design approach.

Principal Experience Designer

Velir Studios Agency | May 2022 - September 2022

- Designed end-to-end web experiences for clients across diverse industries, including Retail, eCommerce, Healthcare, Nonprofit, Financial Services, collaborating directly with clients and project managers to understand their goals and develop creative design solutions.
- Employed user-centric methodologies to analyze user thought processes and experience journeys, enabling the design of web experiences that delivered exceptional conversion results across projects ranging from 5 to 100 pages
- Demonstrated expertise in managing complex web experiences while focusing on branding efforts, marketing content, and conducting UX research to create successful solutions for diverse client needs.
- Led projects from inception to completion, creating visual systems, brand guidelines, prototypes, flows, wireframes, and mood boards to present design direction and user experience recommendations to clients.
- Leveraged expertise in marketing needs and visual design to provide effective solutions for clients, ensuring their brand message and identity were consistently conveyed across all touch points.
- Actively facilitated client meetings and design presentations, cultivating strong client relationships and becoming a trusted expert in design within each industry and user audience segment.
- Collaborated daily with digital engineers, product developers, and project managers, fostering seamless communication and coordination to deliver optimal design solutions.
- Led as the primary designer on various accounts, including Atrius Health, Pew, Johnnie O, Under Armour, and Museum of Science Boston, delivering UX design and marketing solutions tailored to specific client needs and demographics.

Principal Designer

2U | October 2016 - May 2022

- Spearheaded the creative marketing strategy, web design, and digital experience for world-class digital degree programs offered by prestigious university partners, positioning them as leaders in their respective fields.
- Collaborated closely with cross-functional teams, including copywriters, marketing specialists, developers, engineers, data analysts, and advertising teams, to develop testing strategies, creative campaign direction, and design solutions to effectively market and drive awareness for our partners' products.
- Played a key role in the growth and development of the design team, managing and mentoring a team of designers, providing design critique, facilitating professional growth, and fostering a collaborative and creative environment.
- Developed and executed marketing assets such as marketing websites and landing pages, digital ad campaigns, social media strategies, email campaigns, and brand style guides, aligning them with the brand identity of our university partners.
- Directed photo and video shoots, overseeing storyboarding, shoot concepts, and shot list development to ensure high-quality visual content that effectively communicated the brand message.
- Proactively completed projects ahead of schedule, consistently delivering design solutions that generated positive returns for the business, while maintaining a strong focus on creative strategy and exceeding client expectations.

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EXPERIENCE CONT.

Graphic Designer

Fusion Design Consultants Inc. | September 2015 - October 2016

- Assisted design and direction in various environmental design initiatives, website development, branding, logo design, and social media efforts for both Fusion and client projects, creating seamless physical and digital environments for interactions between clients and their customers.
- Developed and designed branding for Fusion and Blinker, including logo design and brand development, while also providing similar services for client projects.
- Led experiential design projects from inception to completion, specializing in signage and wayfinding, wall graphics, ADA compliance, and interactive design installations.
- Maintained direct client engagement, cultivating and nurturing relationships with new and existing clients, resulting in the expansion of the Fusion and Blinker portfolios.
- Managed the product vendor list, vetting partners, and establishing industry connections to ensure high-quality resources for project execution.
- Collaborated closely with architects, interior designers, product vendors, and clients on a daily basis, fostering effective communication and collaboration to deliver exceptional design solutions.
- Played a pivotal role in the establishment and development of the Blinker Branding unit within Fusion, a specialized branding and marketing team that worked in tandem with architects and interior designers to deliver digital and marketing solutions for clients. These efforts encompassed logo design, print collateral, landing page and web design, client acquisition and advertising assets, social media content and strategy, and marketing photography.
- Utilized a diverse skill set and a range of design software, including Adobe Creative Cloud, Webflow, WordPress, CAD, and Miro, to create innovative and visually compelling designs.

Sales, Merchandising, and Brand Development Lead

Bobbles and Lace | May 2014 - September 2015

- Directed store layouts, customer experience, and product merchandising across regional locations, curating products and styles tailored to specific audiences based on the demographics of each area.
- Developed and designed seasonal look books, coordinated and directed photo shoots, and provided personalized styling services for clients through the in-store personal shopping experience.
- Organized and executed promotional events to elevate the Bobbles and Lace brand and drive customer engagement.
- Traveled to different store locations to devise effective merchandising solutions and create store layouts that enhanced the seamless shopping experience, encompassing apparel, shoes, accessories, and jewelry.
- Analyzed market trends to design compelling store window displays, showcasing products predicted to perform well based on the demographic characteristics of each location.
- Utilized design expertise to redevelop the Bobbles and Lace logo, creating a modern and simplistic design that appealed to a broader client base.
- Contributed to the design and development of the new e-commerce website, ensuring a seamless and visually appealing online shopping experience.
- Collaborated closely with co-owners, merchandise buyers, and store associates on a daily basis, ensuring alignment with brand guidelines and consistent representation of the Bobbles and Lace brand across all stores.
- Leveraged sales data and market trends to inform product selection and showcase items that catered to the wants and needs of clients and customers.

SKILLS

Paid Advertising (IG, FB, LI, TW, GDAN)
Brand Marketing
Brand Guidelines & Development
Website Design
Typography
Social Media Design
Direct Mail & Print Design
Marketing Strategy
Click Rate Optimization (CRO)
Search Engine Optimization (SEO)
Color Theory
Environmental Design & Wayfinding
Creative Strategy

Effective Communication
Collaboration
Designer Mentorship & Management
Merchandising
Retail
Photo Shoot Direction & Styling
User Interface Design (UI)
User Experience Design (UX)
Figma
InVision
Canva
Zoom

Prototyping & Wireframing
Adobe Creative Suite
Google Business Suite
Squarespace/Shopify
Instagram, Facebook, LinkedIn, Twitter
TikTok
B2B, B2C, D2C
Design Strategy
Design Research
Process Development
Mobile Design (AEM, iOS, Android)
Design Systems

EDUCATION

High Point University, School of Art & Design

B.A. Graphic Design & Digital Imaging

2011-2015

Concentration in Marketing and Advertising