

# LILIANA ODONNELL BREDICE

GRAPHIC DESIGNER | MARKETING SPECIALIST | CREATIVE STRATEGIST

I'm a deadline-driven, accomplished Graphic Designer focused on overseeing projects from concept through final delivery. I work to successfully create brand messages, strategies and key graphic productions; and creatively problem solve using current design trends, brand guidelines, and industry best practices. I'm able to think both creatively and critically, and I'm willing to think outside the box while also evaluating alternative solutions in order to make strategic decisions. I'm resourceful and hardworking, with the ability to thrive in fast-paced environments, and display empowering leadership skills illustrated over 8 years of industry success. I combine my passions for design, marketing strategy and data to drive outcomes: designs that evoke a reaction and yield results.

## WORK HISTORY

10-2016 - present

**Principal Graphic Designer**  
2U, Inc., edX | Washington, D.C.

- Built on brand creative strategy, design, and identity stewardship for online degree programs of over 60 world-class higher education clients. Worked with clients to gather and define requirements, establish scopes and manage project milestones
- Owned deliverables and responsibilities including: digital ad campaigns, concepting and creative presentation, storyboards, shot list development, photo and video shoot art direction, digital advertisement design, website design and art direction, email campaign design, development of brand style and identity
- Completed in-depth product design tests using updated software tools and optimized testing strategies, and collaborated with CRO, SEO, website development, UX/UI, client management teams in order to effectively employ design fundamentals when selecting typography, composition, layout and color in design work.
- Managed design conceptualization, milestones and customer feedback. Worked with clients and stakeholders to gather and define requirements, establish scopes and manage project milestones. Trained and managed middle and junior level designers to implement these practices

09-2015 - 10-2016

**Graphic Designer**  
Fusion Design Consultants | Boston, MA

- Developed, implemented and managed marketing and design of client brand work including: client logos, brand identity, signage design, wayfinding suites, wall graphics, blog development, business card design, client landing page design, client website design, pamphlet/brochure and catalog design, and menu design items.
- Developed, implemented and managed marketing and design of internal team needs, including: RFP proposal presentation design, print marketing collateral, brochure design, client acquisition advertising assets, social media development and strategy, demand generation analyzation, marketing photography, website design, and Fusion and Blinker Branding brand development
- Researched trends and projected industry changes to capitalize on emerging opportunities, and designed creative digital displays used in online advertising for local businesses.
- Met with customers to present mockups and collect information for adjustments. Pursued business development opportunities and fostered positive relationships with new and repeat clients through engaging presentations.

12-2014 - 09-2015

**Junior Graphic Designer**  
Maximum Media | Boston, MA

- Contributed design ideas in early planning stages with customers and project managers. Built corporate brands by designing cohesive looks between elements.
- Created digital image files for use in digital and traditional printing methods.
- Designed website layouts, templates and unique branded looks.
- Put together videos for social media, advertising and informational purposes. Brainstormed and contributed to client TV and radio spots, and digital advertising initiatives
- Developed print materials such as brochures, banners and signs.
- Met with customers to present mockups and collect information for adjustments.

05-2014 - 09-2014

**Graphic Design Assistant**  
GAP Promotions | Boston, MA

- Created designs and collaborated with technical team to complete projects.
- Completed final touches for projects before rollout.
- Developed display, marketing and packaging materials to support product branding strategies.
- Brainstormed on client presentations, and product development and design of marketing assets.
- Applied knowledge of production to create high-quality images.
- Took on roles as graphics assistant and graphics specialist to provide range across projects.
- Developed mock-ups and renders for use in client presentations and on-location proposals

BOSTON | MA

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## EDUCATION

08-2011 - 05-2015

Bachelor of Arts, Graphic Design  
High Point University, School of Art & Design  
High Point, NC

## SKILLS

Brand Identity Development  
Paid Advertisement Design  
Pamphlet/Brochure Design  
Brand Marketing Websites  
Environmental Design  
Promotional Materials  
Web Landing Pages  
Blog Development  
Adobe Illustrator  
Direct Mail Design  
Wayfinding Suites & Signage  
Business Cards  
Wall Graphics  
Logo Design  
Adobe InDesign  
Motion Design/Motion Graphics  
Typography  
Google Suite  
Squarespace/Shopify  
Microsoft Office  
Wordpress  
Instagram  
HTML/CSS  
Facebook  
LinkedIn  
Twitter  
Figma  
Brand Positioning  
Adobe Photoshop  
Social Media Strategy  
Click Rate Optimization  
UX/UI  
Canva  
Brand Development  
Creative Strategy  
Advertising  
Branding Strategies  
Website Graphics  
Graphic Design  
Advertising Understanding  
Mastery of Adobe Creative Suite  
Photography Composition  
Illustration  
Logo Design  
Production Layouts  
Visual Design  
Digital Design  
Adobe XD  
Digital Imagery  
Adobe Creative Cloud  
Customer Engagement  
Client Relations  
Branding Skills  
Social Media Management  
Campaign Development  
Teamwork and Collaboration  
Strong Communication  
Interpersonal Skills  
Project Management & Organization