

# Lily Shahida

Visual Designer

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## Experience

### Brand Designer • Sitronu

Summer 2020 - Present

Develop and execute creative brand strategy including visual identity, product packaging, product photography and company website. Analyze customer behavior to create new social media and marketing campaigns. These campaigns have extended company outreach to over 50,000 site visits and resulted in a 21% increase in sales over the past year.

### Creative Operations • Nenonene Inc.

Summer 2020 - July 2022

Managed end-to-end publishing process for a children's book, ensuring successful printing and publication through quality control, scheduling, and creative edits. Collaborated with the owners of Nenonene Inc. to bring their vision to life. Ensured top-quality work at all stages of the publishing process.

### Arts & Culture Editor • Daily Gamecock

January 2020 - December 2021

Managed team of ~20 writers to produce weekly print and online content for the University of South Carolina's student newspaper. Created and assigned article topics, edited content, and ensured timely publication. Planned effective visual strategies for a weekly arts newsletter.

### Design Student • Students Who Design

Sept 2019 - Feb 2020

Worked with mentors from Facebook during 2 digital product design bootcamps to create and publish 2 independent case studies on the usability of the Uber and Messenger apps. Gained wide skill set through practice of user research, usability testing, low to high fidelity wireframing, and interactive prototyping.

### Marketing Intern • The Scout Guide (TSG)

Summer 2018

Produced digital content for the TSG blog and created tailored social media campaigns for various clients. Assisted in photoshoots and with creative concepts for blog visuals and social media posts.

## Education

### University of South Carolina

Expected Graduation: May 2023

Bachelor of Arts: Visual Communications & Minor in Computer Science

## Skills

### Design

UI/UX Design  
Visual Design  
Branding Design  
Typography  
Prototyping  
Wireframing  
Illustration  
Graphic Design  
Photography  
Video & Video Editing  
Motion Design

### Research

User Research  
Usability Testing  
Journey Mapping  
Storyboards  
Heuristic Analysis

### Tools

Adobe After Effects  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe XD  
Figma  
HTML/CSS