



lydia@lydiaclopez.com

937-542-1603

Portfolio: [www.lydiaclopez.com](http://www.lydiaclopez.com)

## EDUCATION:

Bachelor of Fine Arts • Fine Arts • Electronic Art

*University of Cincinnati ( 2017 - 2022 )*

Bachelor of Science • Information Technology • Game Development & Simulation

*University of Cincinnati ( 2017 - 2022 )*

## EXPERIENCE:

Graphic Design Lead ( 2019 - Present )

*Nehemiah Manufacturing Co.*

- Lead all packaging and digital design across various brands in the business's \$120M laundry additive category from concept to market.
- Work directly with marketing team to develop and execute concepts for advertisements, marketing campaigns, and social media.
- Create product mockups and 3D renderings for new products and/or packaging.
- Create short videos, conduct and direct product photography and lifestyle shoots, update brand and company websites.

Multi-Media Designer ( 2019 - Present )

*Freelance*

- Work directly with clients from concept to market to create brand identity, logos, social media, advertisement and websites.

## SKILLS:

- Ability to prioritize multiple projects in order to meet all deadlines and quality expectations.
- Experienced and comfortable in a fast-paced, quick turnaround work environment.
- Confident working both independently or in a team.
- Enthusiastic and quick to learn new technologies, softwares and skills.
- Eager and motivated by creative innovation and problem-solving.
- Creative skillset including design, photography, videography, UI/UX, game and 3D.

## SOFTWARES & TECHNICAL:

Illustrator • Photoshop • InDesign • Premiere Pro • Print • Unity • C# • HTML & CSS