

Lia Brouillard

**GRAPHIC DESIGN
& ART DIRECTION**

Contact

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Education

**EMERSON COLLEGE —
BOSTON, MA**

B.S. Marketing Communications

- Focus: Art Direction & Design
- Minor: Psychology
- Magna Cum Laude | 3.88 GPA



Experience

RECESS — NEW YORK, NY

Aug 2021—Present

Senior Graphic Designer

- Ideate and design the ever-evolving full suite of marketing and branding materials for the holistic Recess brand—including, but not limited to:
 - Still and animated digital: Bespoke marketing emails, banner ads, organic and paid social media assets, on-site graphics
 - Print: Point-of-sale (POS) posters, stickers, shelf signage, displays
 - Packaging: Supplement powder tub design and layout
- Plan and art direct ecomm, editorial and lifestyle photoshoots

SOTHEBY'S — NEW YORK, NY

Feb 2019—Aug 2021

Lead Graphic Designer, Luxury

- Concept and design daily marketing emails for targeted audiences using Figma and Photoshop, following Sotheby's visual brand standards
- Design a wide range of digital creative—landing pages, social, blogs, site graphics, email ads and more—following each departments' distinct identity
- Design physical displays and signage to be displayed at Sotheby's Manhattan gallery spaces and corporate headquarters
- Assist a small and dynamic team in the evolution of brand toolkits and guidelines

POP AGENCY — SEATTLE, WA

Feb 2018—Jan 2019

Graphic Designer, Target Account

- Concept and design high-volume, high-touch static and animated graphics for Target.com, partner sites, off-site banner ads and social channels
- Design responsive partner brands' and departments' landing pages, while considering the UI/UX of the desktop, tablet and mobile web experiences
- Collaboratively ideate, design and pitch 360° ad campaigns to new clients

AMAZON D1 — SEATTLE, WA

Aug 2017—Dec 2017

Contract Visual Designer

- Design high-volume desktop and mobile on-site graphics, banners and social ads for Amazon US, Canada and Mexico, incorporating department style guides
- Work with ADs to develop campaign concepts for new products and services
- Requests range from 1-80+ assets, with 20-40 mil views/day on the homepage

JACK MORTON WW — BOSTON, MA

Sept 2016—July 2017

Junior Graphic Designer, Subway Account

- Design digital and print material for Subway, one of the agency's largest clients
- Concept, design, resize and edit banners, digital menu ads, POP, OOH and more
- Collaborate on client requests with Creative and Account throughout campaigns

Skills

- Adobe CC Photoshop, Illustrator InDesign, and intro After Effects
- Art direction and ideation
- Typography, composition and layout
- Studio and production design for print and digital executions
- Figma, Brightspot, Wordpress
- Vector illustration
- Photo retouching
- Advertising and marketing
- Collaborative and organized
- Stick-and-poke tattooing