



LYDIA WEBSTER

SUMMARY

Experienced Senior Level Graphic Designer returning to the workforce after time as a stay at home parent. Seeking a fully remote full-time senior level graphic design role, to leverage my 10+ years experience of graphic design expertise. Specializing in providing design leadership while delivering high-quality, innovative, and consistent graphic assets across a wide variety of design mediums.

EXPERIENCE

SENIOR GRAPHIC DESIGNER & SAHM • SELF-EMPLOYED

July 2021-Present

- Provided art direction, creative strategy, branding guidelines, marketing assets, and web and app based UI assets for 2 start up app brands.
- Managed schedules, meals, and educational enrichment for two children.
- Moderated discord parenting group consisting of 121 members; lead community activities and events, created and managed server graphic assets, problem solved topical conflicts, resolved channel accessibility issues, implemented and managed discord bots.

GRAPHIC DESIGNER LEAD • THE TRAVEL CORPORATION

November 2019-July 2021

- Provided Creative direction, advised on best practices for visual communication as lead graphic designer for the Trafalgar, Costsaver, and Brendan Vacations Brands for the USA Region. Lead creative vision across marketing campaigns.
- Provided technical expertise and clean web and print assets. QC'd and applied consistent branding standards across projects department wide.
- Managed and supported graphic designers workloads and project outcomes.

CONTRACT GRAPHIC DESIGNER • TEKPARTNERS/DISNEY

January 2019-August 2019

- Designed Disney Parks Cast Member print and digital communications.
- Instrumental in branding guidelines for the Disney Aspire Cast Member initiative.
- Created layouts for several issues of the Disneyland Line Cast Member magazine.
- Designed Star Wars: Galaxy's Edge opening day informational cast member assets, including a reference guide, large format graphics, and a press kit.

GRAPHIC DESIGNER • INCIPIO GROUP

November 2014-November 2018

- Designed across all Incipio Group brand acquisitions, lead designer of 5 licensed brand contracts, created highest USA selling ksny phone case design.
- Initiated and lead successful creation of standard templates and standards across brands and form factors, reducing costly sample rounds due to form factor errors.

EDUCATION

BIOLA UNIVERSITY

La Mirada, CA • Art Major, Design Emphasis
Bachelor of Fine Arts • Graduated Magna Cum Laude, Spring 2012

CONTACT

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SKILLS

Ideation
Problem Solving
Research
Collaboration
Communication
Time Management
Team Leadership
Adaptability
Growth Mindset

TECHNICAL

Print Design
Web Design
Page Layout
Front-End Coding
Typography
Branding
Toolkits
Page Layout
Book Design
Catalogs
App UI Design
Social Media Assets
Tech Packs
Pattern Design
Renders
Packaging
Email Templates
Light Video Editing
Mac & PC OS
Adobe Creative Suite
Microsoft Suite
HTML & CSS