

Lili Tuggle-Weir

Sr. Graphic Designer/Creative Lead

Accomplished Senior Graphic Designer & Creative Lead with over 15 years of experience in visual storytelling, digital media, and brand strategy, with a focus on not-for-profit and issue-based organizations. Known for crafting compelling design systems that elevate engagement, foster community trust, and promote causes with integrity and authenticity. Expert in Adobe Creative Suite, Canva, and Figma, with a passion for blending art and purpose to create lasting impact.

Education

MA GRAPHIC DESIGN/CREATIVE ADVERTISING

Edinburgh Napier University,
Scotland, 2014-2015

BFA PHOTOGRAPHY & DIGITAL IMAGING

Ringling College of Art & Design,
Sarasota, FL
2002-2006

References Available

Upon Request.

Relevant Links:

- [linkedin.com/in/ltweir](https://www.linkedin.com/in/ltweir)
- [Theporcelainstudio.com](https://www.theporcelainstudio.com)
- [Work Samples Here](#)

CONTACT:

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Experience

Senior Graphic Designer & Art Director

Advocate Health Advisors | Remote
April 2022 – Present

- Led the design of 1500+ projects across digital and print for various advocacy-focused initiatives, producing materials that amplified brand voice and promoted community-centered healthcare.
- Designed and launched three mobile apps, guiding each project from wireframing through to live launch to enhance user accessibility to health resources.
- Built and managed CANVA design teams, establishing processes to improve brand consistency and streamline asset usage across multiple platforms.
- Directed nine national branding campaigns and social media initiatives, which significantly increased engagement and user outreach.
- Created a new logo and brand identity within 90 days, achieving trademark recognition and solidifying the organization's visual identity.
- Collaborated with external vendors to optimize website design and user experience, ensuring alignment with advocacy-focused objectives and ease of access for users.
- Initiated cross-functional brainstorming sessions to develop innovative design concepts and strategies that reinforced brand message and company values.

**MULTIMEDIA COMMUNICATIONS MANAGER
& LEAD GRAPHIC ARTIST**

FLAGLER COUNTY GOVERNMENT
APRIL 2020 – APRIL 2022

- Designed and produced a range of digital, print, and social media assets, including brochures, displays, and website features, adhering to design principles that promoted accessibility and inclusivity.
- Updated and enforced brand SOPs and template guidelines to maintain consistency in the County's visual communications.
- Played a key role in a 30% redesign of the county's website to improve public access to resources and services.
- Oversaw multimedia campaigns across TV, radio, social media, and editorial platforms, enhancing community awareness of government programs and services.
- Managed press release distribution and media relations, building strong local partnerships that increased visibility for county events and initiatives.
- Analyzed market trends to guide communication strategies, effectively positioning Flagler County Government's messaging to resonate with the local community.

SENIOR GRAPHIC DESIGNER

Freelance (Various Clients, Including Environmental NGOs
And Social Justice Organizations)

2018 – 2020

Provided creative direction and design expertise for multiple advocacy campaigns, producing impactful visuals and narratives for clients focused on environmental, social justice, and public health issues.

- Designed digital assets and branding materials to communicate complex issues, translating key messages into visually compelling and accessible content.
- Developed cohesive brand identities for grassroots initiatives, driving awareness and engagement among target audiences.

CREATIVE CONSULTANT & LEAD DESIGNER

SELF-EMPLOYED / PORCELAIN GIRL STUDIOS

2015 – 2018

Founded Porcelain Girl Studios, focusing on design solutions for community organizations and non-profits.

- Created logos, websites, social media graphics, and promotional materials, helping clients establish and maintain strong brand identities.
- Collaborated with clients to refine messaging, ensure brand alignment, and produce designs that resonated with diverse audiences.

Certifications:

LinkedIn Education | Generative AI Skills for Creative Content

Nov, 2023 - 2023

LinkedIn Education | Figma Essential Training

Dec, 2023 - 2023

LinkedIn Education | Talking Eyes Media: Multimedia Social Activism

Nov, 2023 - 2023

LinkedIn Education | Project Management for Creative Projects

Jan, 2022 - 2022

FEMA | Communicating Effectively in An Emergency Certification

Mar, 2020 - Mar, 2020

LinkedIn Education | Generative AI Practices for Digital Marketers

Sep, 2023 - 2023

Key Skills

- **Design & Branding:** Adobe Creative Suite (Expert), Branding Strategy, Web & UX/UI Design, Layout Design, Digital Campaigns
- **Digital & Social Media:** Social Media Management, Google Analytics, Email Marketing, Canva, Microsoft 365, WordPress, SEO
- **Creative Project Management:** Cross-functional Collaboration, Team Leadership, Creative Strategy Development, Workflow Optimization
- **Emerging Tools:** Generative AI (Skillful), Heygen Video AI, Figma, Sketch, XD, RunwayAI, Discord/Midjourney

WORK SAMPLES FOR LILI TUGGLE-WEIR - CLICK IMAGE TO ENLARGE

