

Lili Tuggle-Weir

Senior Graphic Designer

Flagler Beach, FL 32136

+1 202 412 2231

PorcelainGirlStudio@gmail.com



Professional summary

Senior Graphic Designer with over 12 years of experience specializing in visual communication and branding. Proven success in web and digital product design, mobile applications, and graphic design campaigns. Recognized for leadership in design projects, implementation of design systems, and driving increased website traffic, client satisfaction, and sales. Proficient in design tools such as Adobe Creative Suite, Microsoft 365 platforms, XD, CANVA, Sketch, and Figma for efficient design delivery.

Employment history

Advocate Health Advisors | Senior Graphic Designer/Art Director | Remote

Apr, 2022 - Present

- Collaborated with the marketing team, designing materials for 1500+ requestors.
- Created art and copy layouts for diverse visual communication media.
- Implemented an asset database, saving approximately 30 hours weekly by streamlining asset discovery.
- Led the use of CANVA teams for brand continuity, developing a marketing asset catalog with 20+ custom templated designs.
- Spearheaded digital ad campaigns, social media designs, and 9 national branding campaigns.
- Designed a new logo within 90 days, resulting in a new trademark.
- Built landing pages and updated corporate websites with outside vendors.
- Developed and implemented a comprehensive brand identity guideline to ensure consistent and effective branding across all marketing materials and platforms.
- Led the creative team in developing innovative design concepts and strategies that aligned with the company's brand and marketing goals.
- Oversaw the creative direction and execution of visual communication projects, ensuring the brand message was effectively communicated and visually appealing to the target audience.
- Developed and executed creative concepts and strategies for print and digital campaigns that effectively communicated the brand message and drove customer engagement.
- Streamlined the design process by implementing efficient workflows and tools.
- Collaborated with cross-functional teams to understand project goals and requirements and translate them into visually appealing designs.

Flagler County Government | Multimedia Communications Manager & Lead Graphic Artist | Flagler County, FL

Jan, 2020 - Apr, 2022

- Designed brochures, displays, social media graphics, and website features with a focus on design principles.
- Updated and enforced County brand SOP and template guidelines.
- Contributed to the 30k redesign of the county website.
- Oversaw the creative development and content management of multi-channel efforts including TV, Radio, social media, and Editorial/Print marketing efforts.
- Developed and implemented a comprehensive multimedia communications strategy to effectively engage and inform the community about Flagler County Government's programs, services, and initiatives.
- Lead the development and execution of innovative and engaging multimedia campaigns to promote Flagler County Government's initiatives and increase community awareness.
- Collaborated with internal stakeholders to identify and execute creative strategies that align with Flagler County Government's branding goals and objectives.

- Supervised and evaluated the performance of the multimedia communications team members, providing guidance and feedback to enhance their skills and abilities.
- Coordinated with local media outlets to distribute press releases and promote the county government's events and programs.
- Analyzed market trends and competitor strategies to identify opportunities for improvement and differentiation in Flagler County Government's multimedia communications efforts.
- Ensured compliance with all applicable laws, regulations, and guidelines related to multimedia communications and graphic design.

Flagler County Economic Development | Marketing Specialist/Brand Manager | Flagler County, FL

Oct, 2015 - Jan, 2020

Education:

- **Edinburgh Napier University, Scotland** | MA Graphic Design/Creative Advertising - 2014 - 2015
- **Ringling College of Art & Design, Sarasota, FL** | BFA Photography & Digital Imaging - 2002 - 2006
- **Our Lady of Good Counsel HS, Wheaton, MD** | High School Diploma - 1998 - 2002

Skills:

Visual Communication *(Expert)*

Web Design *(Expert)*

Mobile Applications *(Skillful)*

Adobe Creative Suite *(Expert)*

XD *(Skillful)*

ChatGPT *(Skillful)*

Heygen Video AI *(Skillful)*

Figma *(Experienced)*

Training & Development *(Experienced)*

Photography *(Expert)*

Email Marketing *(Experienced)*

Copywriting *(Expert)*

Layout Design *(Skillful)*

Google Analytics *(Skillful)*

HTML5 *(Skillful)*

Typography *(Experienced)*

WordPress *(Skillful)*

Digital Marketing *(Expert)*

MailChimp *(Skillful)*

UI Design *(Beginner)*

CSS *(Skillful)*

User Experience (UX) *(Skillful)*

Branding *(Expert)*

Digital Product Design *(Experienced)*

Graphic Design Campaigns *(Expert)*

Microsoft 365 Platforms *(Expert)*

CANVA *(Expert)*

Discord *(Skillful)*

Sketch *(Experienced)*

Social Media Management *(Experienced)*

Marketing *(Expert)*

Sales *(Expert)*

Writing Skills *(Expert)*

Illustration *(Expert)*

Content Creation *(Experienced)*

Microsoft PowerPoint *(Experienced)*

Leadership *(Experienced)*

Video Editing *(Skillful)*

Public Relations *(Skillful)*

Facebook Advertising *(Skillful)*

Google Ads *(Skillful)*

Presentation Skills *(Experienced)*

Search Engine Optimization (SEO) *(Experienced)*

AI *(Skillful)*

Links:

[LinkedIn](#)

[Portfolio – www.theporcelainstudio.com](#)

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