

Lili Serio

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208-494-4968

EDUCATION

Emerson College, B.A. Business of Creative Enterprises

September 2019- December 2022

Emphasis in Marketing, Minor in Interactive/Digital Media and Culture, Boston MA

Graduated Cum Laude (3.9 GPA), Dean's List (all Semesters). Honors thesis written on *Pull and Push: Using Calm Technology to Utilize the Scarce Resources of Time and Attention of the Everyday User*, Winner of Most Innovative PR Campaign: Drumi Dream Home, Best in Class for Glocal Digital Design. Studied abroad in Lugano, CH (Franklin University Switzerland) and (Blanquerna School Of Journalism) Barcelona, ES.

Previous: **One Stone Design Thinking Program** (2016- 2019) and **Carnegie Mellon Pre College Design Program** (2018)

DESIGN EXPERIENCE

Plucky, Main Title Design & Post Production, Burbank, CA

April 2023 - May 2024

Production Assistant, Executive Assistant, Social Media Coordinator

Social Media Coordinator

- Created 30-page comprehensive strategic branding and style guide for major social platforms
- Implemented and maintained a database of over 100 former collaborators (Directors, Editors, etc.)
- Managed production and created over 104 social posts within a 8 month span, including strategy, schedule, creative production, and copywriting captions
- Resulted in a 39% increase in followers via Instagram, (+~11% on LinkedIn and +~3% on Meta) and increased engagement rates of +~15% on all platforms.

Executive and Production Assistant

- Coordinated creative team of 5+ design staff and freelancers on multiple projects simultaneously, assigning roles and managing client assets and communication, including file download and upload, wrapping, archiving, and storage cleanup.
- Conducted research on industry trends (largely pertaining to AI) incorporating them into databases and provided 3 briefings with valuable insights and recommendations to the executive team, resulting in the implementation of 3 AI-based platforms for design ideation.

Web Design and Graphic Design Consultant, Various Clients

Ongoing

Via Wix, Squarespace, Wordpress, Illustrator and Canva

- Consulted with brands (One Stone, Prep Inc. Gallaway, Up the Scales, Second Hub) to identify and strategize biggest missing elements in web presence and brand, and creating graphics, web layouts, interactive elements, and copy across 6 websites, leveraging existing brand assets
- Designed user-friendly style guides for ease of use for clients working in Squarespace, Wordpress, and Canva

ArtsEmerson, Theater Company, Boston, MA

January 2020 - August 2022

Graphic Design & Marketing Assistant

- Conceptualized long term marketing strategies utilizing social media, streaming platforms, and blogs for 10+ shows, including 20+ branded graphics (posters, flyers, marquee, instagram posts) and copy
- Analyzed, organized, and transferred and uploaded content for new ArtsEmerson website via Wordpress
- Tracked, stored, reviewed and updated contents of 10+ years of data via existing and new databases

Clutch Mobile Application, Boise, ID

May 2017 - September 2019

Business Developer and UX Developer

- Utilizing the Business Model Canvas model, created comprehensive business plan, 10-page brand guide and initial social media strategy for startup launch
- Researched, developed, prototyped and user-tested mobile app in Adobe XD according to UX/UI and Design Thinking protocols
- Applied and accepted 5+ grants and developed/designed 4+ pitch decks for investors at National pitching competitions
- Filed provisional patent for "Clutch Mobile App Technology"

Two Birds LLC., Advertising Agency, Boise, ID

January 2017 - August 2018

Art Director (2018), Managing Director (2019)

- Active participant in Executive Leadership team, led a staff of 20+ high school designers to develop long-term events (8+ months) and Design Thinking solutions (ideation, iteration, prototyping) for influential local clients (JCAFF and Idaho Immunization Coalition, Albertsons, Bogus Basin Ski Resort)
- Designed 20+ logos and design concepts for paying clients in the Treasure Valley

ADDITIONAL PROJECTS & AWARDS

Without Exception Films - Designed 20+ social media graphics, logos, posters and other branding materials for various episodes and partnering NGOs.

One Stone, Living in Beta - Created and iterated upon over 100+ graphics for "Living In Beta" mobile app within a 2 month period

Sony Italia: Digital TV Media Campaign - Lead designer and pitched a comprehensive marketing campaign for Sony Italia to promote Italian consumers to purchase TV's in-store and online.

SKILLS

Technical Skills: Adobe Illustrator, Adobe Indesign, Adobe Photoshop (Beginner), Premiere (Intermediate), Figma, Wix & Squarespace, Google Suite, Google Analytics, Copywriting, Digital ROI Analysis.