

Lilah Smith

Nashville, TN

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hellolilah.com

Education

Mississippi State University
Starkville, MS | May 2020
BFA in Graphic Design, Cum Laude

Experience

DIGITAL DESIGNER

Circa Creative Studios
Nashville, TN | February 2021 – Present

- Work alongside creative directors and developers to create on-brand, creative digital solutions for a wide variety of clients
- Collaborate with multidisciplinary teams to deliver creative solutions that were functional and align with technical and brand standards
- Support account and creative leads from initial concept to launch of final deliverables
- Design conscious of mobile optimization
- Analyze client's existing digital presence to improve their SEO rankings, including keyword research, ADA compliance, site architecture, and engagement
- Provide recommendations based on quarterly Google Analytics reports for hosting clients
- Lead client meetings, presentations, and onboardings
- Implement client feedback in a timely and cost efficient manner
- Clients include: Bell's Brewery, Valor Compounding Pharmacy, Friends of Warner Parks, Golden Section Technology, Resolute Capital, Cumberland Trust, and others

ASSOCIATE DESIGNER

Thimblepress
Jackson, MS | May 2020 – January 2021

- Designed and implemented email marketing campaigns
- Staged, photographed, and edited product photography and social media content, including flat lays and styled shoots
- Assisted in production, order fulfillment, and communications for retailers including Anthropologie and Urban Outfitters

PRODUCTION DESIGNER & SALES ASSOCIATE

B-Unlimited
Starkville, MS | 2018 – 2020

GRAPHIC DESIGN INTERN

The Cirlot Agency
Flowood, MS | May – August 2018

- Designed digital and print collateral for various clients
- Clients included: Sanderson Farms, Ingalls Shipbuilding, Textron Systems, and The University of Mississippi

Skills + Qualifications

Confident knowledge of Adobe Creative Cloud: Photoshop, Illustrator, InDesign

Well-versed in the tools of the trade (Figma, Sketch, Invision, XD, etc)

Google Analytics Certified, Basic and Advanced

Proficient in Data Studio

Experienced in Wordpress and Divi Visual Builder

Proficient in Webflow, Squarespace, and Wix

Problem-solving mindset with an appreciation for the details

Proficient in Google and Microsoft Suite, Slack, Asana, Harvest

Involvement

AIIGA Student Group
President, 2019 – 2020

President's List
Spring 2019

Dean's List
Fall 2019, 2018, 2017

Delta Gamma Fraternity
Director of Purchasing,
2017 – 2019
Director of Graphics,
2018 – 2019