

Lily Perkins

lilyperkinsart@gmail.com | lilyperkinsart.com | www.linkedin.com/in/lilyperkinsart/

(512) 550-3114 | Austin, TX

I'm a Graphic Designer with a background in digital art and communications, who has over 6+ years of experience, working for local business and global non-profits such as CARB-X and IGDA. I bring creativity and innovation to every project, and am able to adapt my style with meticulous attention to detail. I ensure that designs are not only visually captivating, but also communicate the intended message clearly and effectively.

CORE COMPETENCIES

Marketing Design | Branding | Market Research & Analysis | Event Planning & Execution | Leadership | Project Management | Trend Forecasting | Strategic Analysis | Logo Design | Typography Mastery | Production | Package Design | Website Design | Color Theory | Vector Graphics Creation | Layout & Composition | Print Design | Digital Art & Illustration | Photo Editing & Manipulation | Creativity | Time Management | Collaboration & Communication | UX/UI Design | Design Strategy | Brand Management | SWOT Analysis | Children's Book Design | Academic Journal Design

Technologies: *Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Adobe Flash, Adobe Acrobat, Blender, Google Suite, Microsoft Office Suite, Procreate, Aseprite, Box, SharePoint, WordPress, CSS*

WORK EXPERIENCE

IGDA Austin Chapter - Graphic Designer

March 2023 - Nov. 2025

- Managed the design and uploading processes for multiple projects (package design, signage, business cards, and presentations) in order to ensure community engagement and promote membership subscriptions for all local events
- Redesigned the branding and logo to maintain market competitiveness and increase digital engagement by analyzing both local and online trends, patterns, and tendencies specific to both Austin and the game development community as a whole
- Strategized with co-chairs to create high-quality designs within established brand identity, by following IGDA corporate's brand guides and local market research, which led to a higher portion of memberships and social media following
- Assisted the social media manager with networking event graphics, along with maintaining all file types in order to ensure consistency and speed up board members' time delegation
- Networked within the local game dev spaces to re-establish the local Austin chapter, speaking to our goal of bridging the gap among students, devs, and studios, while also

repairing the connections burned by past chapters. This led to trust being re-integrated and maintained between the Austin Chapter and other local game devs.

Highland First Publishing - Graphic Designer

Nov. 2022 - Dec. 2024

- Managed the design and production of titles with engaging front covers, spines, and back covers for multiple publishing platforms, including print and digital formats, while also ensuring the overall tone and message of the author's story was being properly portrayed
- Researched, analyzed, and presented new illustration styles and design format ideas of children's books to promote competition within current market trends
- Altered graphic elements as necessary, converting assets into correct formats to achieve company desired results
- Assisted writers, publishers, and directors from initial concepts through reprints, maintained consistent communication throughout remote work in order to meet all deadlines, particularly with holiday-themed stories
- Created original artwork and designs via color, page illustrations, text, and layout

WePak - Graphic Designer

May 2020 - Jan. 2025

- Created dynamic and eye-catching designs that engaged customers while still maintaining clarity and legibility
- Prepared files for package designs and packaged files for prepress, utilizing Adobe Photoshop, InDesign, and Illustrator
- Ensured constant communication with clients from initial concepts through to finalized work across multiple projects, including discussions over redesigning business brandings based on current market trends and establishing business identity and cohesion
- Resized documents based on new trim sizes, reflow content, and set up paragraph and character style sheets
- Collaborated and executed original content via color, text, font style, illustrations, and layout quickly and efficiently

CARB-X - Communications Assistant / Digital Artist

2022-2023

- Designed graphics and wrote copy for social media and blog posts, ensuring that the information was clearly communicated across all demographics
- Researched award opportunities for the organization and executive team, establishing additional grants and funding for CARB-X
- Redesigned slide decks to create a unified identity and further engagement with stakeholders by creating visual hierarchy, maintaining consistent color palettes, and replacing old graphics with high quality resolution

Arete Student Academic Journal - Senior Designer

2019-2020

- Designed posters and fliers to promote the journal
- Managed the journal's distribution
- Coordinated volunteers' schedules with the editor-in-chief
- Interviewed and hired a junior designer
- Created and maintained the project budget
- Managed vendor relationships
- Communicated deadlines and spearheaded managing the project throughout the pandemic

EDUCATION

St. Edward's University - Austin, TX

May 2021

Bachelor of Arts: Graphic Design

Magna Cum Laude / Dean's List 2017 - 2021