

Lilyana Bryan

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EDUCATION

The Ohio State University • May 2024 • 3.6 GPA
Bachelor of Science in Visual Communication Design

University of Cincinnati • May 2021 • 3.9 GPA
Associate of Applied Business in Graphic Communication

HONORS

Graphic Design USA 2024 Student to Watch

Featured in GDUSA Magazine's annual list of top design students across the nation.

2021 Outstanding Graduate

One of two students awarded distinction by UC Blue Ash's Department of Design.

SKILLS

Adobe Illustrator
InDesign
Photoshop
After Effects
Premiere Pro
Adobe XD
UX/UI Design
Figma
Social Media
Illustration
Microsoft Office
Print Production
Wireframing
Photography
Journey Mapping
Workshop Facilitation
Creative Coding in p5.js

VOLUNTEER

Gardenripe Farm

Farmhand for a local produce and flower farm in Oregon

Southeast Climbers Coalition

Completed trail projects in local climbing areas

FLOW Columbus

Organized trash cleanups for Ohio State students

EXPERIENCE

Wexner Center for the Arts • *Design Intern* • June 2022–January 2024

- Collaborated with a team of designers to create diverse print and digital media, merchandise, and motion graphics aimed at promoting Wex programming, reaching an audience of 250,000 annual museum visitors.
- Conceptualized a marketing campaign resulting in coverage by local media outlets The Lantern and Columbus Underground.
- Collected data to design an interactive digital template for the museum's inaugural monthly and annual marketing reports.
- Redesigned social media templates viewed by the Wex's 28,900 Instagram followers.
- Designed programs for the entire performing arts season and prepped files for print, ensuring proper imposition and color adjustments.
- Enhanced internal communication by partnering with the web developer to design and implement a new staff email signature and business card.

Columbus Society of Communicating Arts • *Student President* • April 2022–May 2024

- Led a team of four students in planning enriching opportunities for communication design students at Ohio State to network and connect.
- Increased organizational funds by \$700 through providing freelance design services.

College of Education and Human Ecology • *Design Intern* • May 2023–August 2023

- Independently worked with copywriters to design and print the 2023 Recruitment Booklet, a primary asset used to attract prospective undergraduate students.
- Collaborated with the marketing team to create print and digital media, social media posts, and internal documents that align with Ohio State's visual identity.
- Presented design concepts and progress updates in weekly department meetings.

Ohio State Rock Climbing Club • *Social Media Director* • August 2021–August 2023

- Boosted club attendance by 300% and grew the club's Instagram following by 700, increasing average likes from 20 to 134 through strategic content creation and targeted outreach.
- Collaborated with local gyms and student organizations to plan and execute events, enhancing partnerships and increasing participation.

Ohio State Department of Philosophy • *Design Assistant* • May 2022–July 2022

- Recruited by my professor to create visual assets for a new department initiative.
- Collaborated with philosophy professors and department fellows to design and print an educational brochure that aligns with Ohio State's visual identity.

University of Cincinnati • *Adjunct Instructor* • July 2020–December 2020

- Established the foundations of professional and college preparedness in a semester class of 13 first-year design students through the implementation of original lessons.
- Met with the Department Head bi-weekly to provide updates on student progress.

Northstar Café • *Freelance Chalkboard Designer* • January 2019–Present

- Hand-illustrating eye-catching promotional chalkboards and seasonally refreshing boards to accommodate menu changes.