

# Lilyana Bryan

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## 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

1 of 2 students awarded this distinction by the 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

## 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

## EXPERIENCE

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

- Collaborated with a team of three designers to create diverse print and digital media, merchandise, social media content, and motion graphics aimed at promoting Wex programming, reaching an audience of 250,000 annual museum visitors.
- Conceived a marketing campaign consisting of merchandise, stickers, themed ads, and social posts, resulting in coverage by local media outlets The Lantern and Columbus Underground. Merchandise is sold in the Wexner Center Store.
- 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.
- Enhanced internal communication by partnering with the web developer to design and implement a new staff email signature.
- Designed print programs for the entire performing arts season.

### 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 \$600 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 key brochure aimed at attracting prospective undergraduate students.
- Collaborated with the marketing team to create a range of 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 75% and grew the club's Instagram following by 700, while increasing average likes from 20 to 130 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 2023

- 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 2022

- 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.