

# lia hergenrother

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liahergenrother.com

## about me

An empathetic, determined, and ambitious Graphic Designer. Over 3 years experience in collaborating with design teams, advocating for the user, and curating innovative and aesthetic design solutions. Thrives in a fast-paced environment with lots of opportunity to learn and grow.

## design experience

### **Rose & Remington // Lebanon, OH**

*August 2020 - present // Graphic Designer*

Responsible for researching, ideating, and producing branding and graphics for the company. Directs creative shoots to expand advertising across platforms. Helps the Marketing Department achieve growth goals by leading various projects, particularly in the area of media presences. Content creation for website and social media platforms.

### **Mr. Label Co. // Cincinnati, OH**

*Summers 2018, 2019, 2020 // Graphic Design Assistant*

Worked closely with the in-house graphic designer on a broad range of projects from print work to large signage projects. Formatted art for pre-press operations, made flexo plates, and screen printed.

### **Anthony Munoz Foundation // Cincinnati, OH**

*Summer 2018 // Graphic Design Intern*

Designed all the print and web materials for the foundations events for summer and fall 2018.

## work experience

### **The Fresh Healthy Cafe // Cincinnati, OH**

*November 2016 - June 2020 // Manager*

A healthy food restaurant in Cincinnati. Organized and edited budget spreadsheets and was quickly promoted to manager and trained new employees. Promoted efficiency, delegated tasks and cultivated respectfulness among co-workers and customers alike.

### **Athleta // Cincinnati, OH**

*November 2017 - January 2018 // Retail Sales Associate*

Women's athletic wear clothing brand. Worked as a sales associate and created positive customer experiences while maintaining the store front appearance.

## education

### **Miami University // Oxford, OH**

*Class of 2020*

*Cum Laude*

College of Creative Arts

Communication Design Major

Italian Minor

GPA: 3.9

## skills

Adobe Creative Suite | Illustrator, InDesign, Photoshop, XD, Lightroom

Mailchimp

Hand-Lettering

Prepping files for pre-press

Digital printing

Wireframing

Self-Motivation

Project Management

## interests

running

drawing

dancing

nutrition

baking

music