

Lia Hergenrother

Contact

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513-400-6776

Education

Miami University
BFA Communication Design
Minor in Italian
magna cum laude

Skills

Brand and identity design
Art direction
Digital design (advertising, email, social)
UX/UI design
Print design and production
Editorial design
Project management
Creative problem solving
Hand-letting

Tools

Adobe Photoshop, InDesign, XD,
Illustrator, Lightroom, Dreamweaver
Microsoft Word, Excel, PowerPoint
Mailchimp
Google Suite

Work experience

HUBERT COMPANY

Brand Designer July 2021 to Present

Lead in-house design team, provide feedback to designers and oversee timelines and deliverables. Create and oversee the implementation of design systems, partnering with developers to improve the user experience. Design and update Hubert's comprehensive brand guidelines document which serves as the company-wide resource for brand standards.

ROSE & REMINGTON

Graphic Designer August 2020 to July 2021

Responsible for researching, ideating, and producing branding and graphics for the company. Directed creative shoots to expand advertising across social platforms. Helped 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.

Graphic Design Assistant Summers 2018, 2019, 2020

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

Graphic Design Intern May 2018 to August 2018

Created content for multi-platform campaigns. Developed moodboards, designed presentations, infographics and event collateral.

THE FRESH HEALTHY CAFE

Store Manager November 2016 to June 2020

A health food restaurant in Cincinnati. Organized and edited budget spreadsheets and was quickly promoted to manager. Trained new employees, communicated with suppliers to order and stock inventory. Promoted efficiency, delegated tasks and cultivated respectfulness among co-workers and customers alike.