

**LUCIA CASTRO**  
DESIGNER

s.luciacaastro.a@gmail.com  
lululu.studio

**EXPERIENCE**  
PROFESSIONAL

**FLICKR/SMUGMUG**

03/2023 - Present

San Francisco, CA  
Marketing Designer

Collaborate with copywriters and creative directors to create compelling and cohesive marketing campaigns from top to bottom, including (not limited to) paid social, email marketing, video ads, and print assets.

**FORYOURPARTY**

08/2021 - 03/2023

Chicago, IL  
Production Designer

Conceptual development and rollout of deliverables for various types of physical and digital products. Supported photoshoots, content production, social media, and web page build.

Designed effective visuals for digital marketing campaigns, including weekly email blasts which consistently draw an average sales revenue of \$5,800 per email (60% higher than team average; 22% incr. YoY)

**LAMINET**

01/2020 - 12/2020

Chicago, IL  
Designer, Graphic & Web

Managed a local manufacturer's sales & marketing presence in the e-commerce space by providing web design, digital marketing strategy, creating a branding system, and improving B2B communications.

**EXPERIENCE**  
PROJECTS

**Freelance Work**

01/2017 - Present

Chicago, IL

Freelance Designer

Develop promotional posters, social media/web pages, merchandise, logos, illustrations and other graphics for various clients.

**EDUCATION**

**University of Wisconsin - Madison**

Class of 2018

BA International Studies

Certificate in East Asian Studies

**City Colleges of Chicago**

Digital Multimedia Design Certificate (Fall 2019)

**INTERESTS**  
& SKILLS

Fluent in English and Spanish, Adobe Creative Suite, Marketing/Email Design, Trend Research, Klaviyo, Figma, Creative Direction, Illustration, Copywriting, Video Editing (AfterEffects), Social Media Marketing.