

# LUCIA CASTRO

DESIGNER

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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.