

# Lily Gagnon

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## LINKS

[Portfolio](#)

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## PROFILE

As a versatile and skilled professional with experience in graphic design, UX/UI design, and digital marketing, I am passionate about creating compelling visual experiences that captivate and engage audiences. With a background in both the arts and technology, I bring a unique perspective to every project, combining my creative vision with cutting-edge tools and techniques.

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## EMPLOYMENT HISTORY

Feb 2022 — Present

### Senior Graphic Designer, Rust & Salt

Portsmouth, NH

As a Senior Graphic Designer and key member of the marketing team, I was responsible for spearheading the email and SMS marketing campaigns that generated over \$3M in revenue in 2022. I utilized my extensive design, illustration, and copywriting skills to develop captivating catalogs that were distributed to a wide audience of over 700,000 people across the United States. Additionally, I played a key role in providing user research and survey analysis, leveraging my UX-focused thinking to advance the brand's overall strategy. Whether working on print or digital design, I always maintained a keen eye for visual concepts and art direction, providing innovative ideas and direction for editorial photo shoots.

Sep 2018 — Feb 2022

### Freelance Designer

Remote

With my strong skills in illustration, I have successfully contributed to the development of brand identities, campaigns, and logos for various clients. As a versatile graphic designer, I have also designed cohesive press packages for numerous music artists. Additionally, I have a proven track record of delivering high-quality results in my freelance work, completing multiple graphic design projects with a strong customer satisfaction rate. I always strive to exceed expectations and deliver projects on time and within budget.

Sep 2019 — Sep 2021

### Pastry Chef, Raleigh Wine Bar

Portsmouth, NH

As the Pastry Chef at Raleigh Wine Bar, I was responsible for maintaining a constantly evolving dessert menu and bread program. This required me to be creative and innovative in my approach, always looking for ways to push the boundaries and deliver exceptional results. In this fast-paced environment, I developed my ability to learn quickly and work under pressure, thriving in situations that demanded a high level of skill and precision. My focus was always on creating high-end desserts that were not only delicious but also visually stunning, with a design style and creativity that set them apart.

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## EDUCATION

Sep 2021 — Dec 2022

### Master of Professional Studies in UX Design, Maryland Institute College of Art

Baltimore, MD

My Master's degree in UX Design equipped me with a broad range of skills and expertise in the field. Throughout the program, I gained extensive knowledge in UX/UI research and writing, design strategy, prototyping, wireframing, graphic design, and team collaboration. I learned how to conduct user research to gain valuable insights and how to apply these insights to create intuitive and user-friendly interfaces. In addition, I honed my skills in designing and creating wireframes and prototypes, allowing me to bring ideas to life quickly and effectively. I also learned the importance of collaborating effectively with team members to ensure that designs meet user needs and business goals. Overall, this program provided me with a well-rounded education that has prepared me to succeed in the field of UX design.

Sep 2017 — Aug 2018

### Master in Music Production, Technology and Innovation, Berklee College of Music

Valencia, Spain

During my Master's degree in Music, I focused on developing a diverse skill set. In addition to honing my skills in studio recording and audio post-production, I also gained expertise in graphic design, video production, and front-end software development. This well-rounded education has equipped me with the ability to approach projects from multiple angles, bringing a unique perspective to every task.

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## SKILLS

UX/UI Design

Marketing Strategy

Graphic/Logo Design

Product Design

Content Creation  
Copy Writing  
Illustration  
Email Marketing  
Figma  
Adobe Creative Suite  
UX Research  
Digital Marketing

Adaptability  
Animation Experience  
Leadership Skills  
Basic HTML/CSS  
Ability to Work in a Team  
Communication Skills  
Collaboration Skills  
Detail Oriented

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## PROJECTS AND ACCOMPLISHMENTS

2017 — Present

### Founder of "She Knows Tech"

Valencia, Spain

I was the artistic director and founder of She Knows Tech—a collective that aims to integrate and raise awareness of the gender gap in the music technology industry. She Knows Tech was awarded a diversity grant in 2017 and continues today.

Jul 2018

### Contrapunt Installation

Valencia, Spain

Contrapunt consisted of seven audiovisual pieces mapped onto four sculptures by Valencian artist Rafel Amorós. The piece was exhibited in the Museu de les Ciències in Valencia, Spain.