

HEY I'M, LYDIA DIZON

I'm a freelance graphic designer looking to grow, learn, and work with creative people.

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MY EXPERIENCE,

BARK, FEBRUARY 2021 - FEBRUARY 2023

Designer & Art Director, Marketing

- Collaborated with Art Directors and designed assets for themed campaigns. Created deliverables for multiple digital marketing channels (Email, Paid Social, Google Discovery, Affiliate Banners, BARK Website, Organic Social Pages) under BarkBox Classic and Super Chewer brand guidelines.
- Art directed campaigns for monthly themed subscription boxes. Built moodboards, casted talent, designed photoshoot sets, directed photographers and talent, built out creative direction, and lead a team of creatives to create cohesive and on-brand (Classic & Super Chewer) assets for digital marketing channels.

GREY GROUP, 2019 - FEBRUARY 2021

Designer, Business Development

- Designed presentations and necessary assets for new business pitches alongside talented Creative Directors, Art Directors, and Designers.
- Managed and oversaw design needs on the Business Development team.
- Developed and designed the logo for two of the company's podcasts Grey Matter and #5Things, which are featured on Spotify and Apple Podcasts.

TRANSLATION LLC, 2017 - 2019

Designer

- Created graphic and video content featuring data, trends, and stories of the ever-changing music industry for UnitedMasters social channels.
- Collaborated with designers to create Atlanta-specific illustrations for the successful IRL event for AT&T Codes of Culture event.
- Assisted with illustration and design in the creation of original content for UnitedMasters including a short video illustrating Drake's rise to success, for a partnership with VIBE Magazine.
- Worked within tight deadlines to visually articulate concepts for new business pitches.
- Worked with a design team to develop emerging musician branding elements.

FREELANCE

Graphic Designer & Illustrator

- Client: Beat The Bomb // January 2023 - Current
- Client: JetBlue // Agency: Adam & Eve, April 2023
- Client: Progressive // Agency: Wasserman, March 2023
- Client: MetalPaca // Agency: 11th Planet LLC, December 2018

MY EDUCATION,

SAVANNAH COLLEGE OF ART AND DESIGN
B.A. VISUAL COMMUNICATIONS - ADVERTISING
Minor - Fashion Marketing & Mgmt.