

# LILICAO

WWW.LILICAO.COM

## CAREER SUMMARY

Results-oriented graphic designer with 16+ years of experience in print, packaging, and production. Acknowledged for excellence in concept development, creativity, attention to detail, technical skills, and for timely product delivery. Quick learner, and eager to further my design knowledge and skills.

## TOOLS

Illustrator  
InDesign  
Photoshop  
Bridge  
Acrobat  
Sketch  
MS Office  
Mac & PC platform

## SKILLS

Detail Oriented  
Problem Solver  
Multitasking  
Time Management  
Organization  
Collaborate Effectively  
Layout  
Typography  
Photography

## EXPERIENCE

### SYNC DESIGN INC. // FREMONT, CA

#### SENIOR DESIGNER // 07/21-PRESENT

- Work closely with Creative Director and Design Managers to manage design projects.
- Responsible for bringing design solutions to life which adhere to marketing strategies and business goals.
- Making decisions and managing designers that are producing the graphics and able to see graphics development from a holistic perspective.
- Training the junior designers – bring them up-to-speed on design processes and coach them with their creative experiences.

#### GRAPHIC DESIGNER // 06/15-07/21

- Art directed photography for over 50 brands, and work with China photo studio branch office to create perfect images of products unique to each brand.
- Involved in conceptual development of packaging and displaying options to present to clients of franchise retail stores in the U.S., Canada, and Mexico.
- Mock-up packaging ideas and create signs for New York and Las Vegas market showrooms to visually communicate strengths of new products to potential clients.

### EMBARCADERO MEDIA // PALO ALTO, CA

#### DESIGN & PRODUCTION MANAGER // 07/14-05/15

- Managed the work assignments, schedules, hiring, training and evaluation of the design and production department team.
- Interacted with clients and vendors to produce accurate results.
- Supported and helped advance the creative team on projects as needed
- Oversaw the timely design and production of advertising for the company's newspapers, special publications, websites and digital media products.
- Worked closely with editors, the vice president of sales and the marketing and creative director to ensure high quality, effective graphic presentations are achieved for stories, special publications and advertisements.

#### ASSISTANT DESIGN DIRECTOR // 06/13-06/14

- Supported the design director with any tasks required and learn as much as possible.
- Collaborated with editors and photographers to lay out their content for print.
- Collaborated with sales representatives and ad services on print and online designs.
- Ensured that production files met pre-press and printing specifications.

#### GRAPHIC DESIGNER // 06/07-05/13

- Assisted two design teams in Pleasanton and Palo Alto in overall generation of weekly newspapers: Pleasanton Weekly, Palo Alto Weekly, The Almanac.
- Advertising design and layouts.
- Laid out a bi-monthly and a quarterly newsletter.
- Juggled multiple projects and met deadlines.

## EDUCATION

### THE ART INSTITUTE OF CALIFORNIA // SAN FRANCISCO, CA

B.S., Graphic Design, 12/06  
Graduated with Honors

### DE ANZA COLLEGE // CUPERTINO, CA

A.A., Liberal Arts, 06/04  
Course work includes: HTML, Design and Color, and Life Drawing