



LYDIA A. URBAN

GRAPHIC DESIGNER

412.860.3998 › lydia.urban@gmail.com › artsylydia.carbonmade.com

SKILLS

Art Direction
Packaging Design
Print Design
Brand Identity

TECH

Illustrator CS6
Photoshop CS6
InDesign CS6
Microsoft Office
Basic HTML

EXPERIENCE

Graphic Designer / Production Artist (1/14 – present)

Nagy Design – San Ramon, CA

- › Collaborate with internal team to develop strategic design solutions for point of sale, print collateral, and email for clients in the wine & spirits industry. Execute final mechanical files for print, including image retouching, reviewing printer proofs and participating in press checks.

Freelance Graphic Designer (4/12 – present)

- › Design and manage sales of stationery and personalized graphics via Etsy, with 100% positive feedback and 250+ sales. Design customized solutions, in collaboration with event planners and individuals, for unique party decor including signs, banners, food labels, cake toppers, gift tags, and photo booth props.

Contract Graphic Designer / Production Artist (2/13 – 5/13, 10/13 – 1/14)

LeapFrog Enterprises, Inc. / The Creative Group – Emeryville, CA

- › Partnered with art directors and project managers on the Creative Services team to design product packaging and parent guides within existing brand templates. Prepared and collected files for production.

Contract Graphic Designer / Production Artist (6/13 – 10/13)

Gap, Inc. / Gap Global Outlet – San Francisco, CA

- › Redesigned packaging for over 90 Gap Outlet items, which included all polybags, sock riders, and bands, while overseeing consistency of style and global sizing across product lines.
- › Managed workflow for over 550 mechanical files. Released packaging and internal labeling for Gap Outlet global markets. Partnered with a translator to ensure that all content was translated correctly.

Packaging Designer (10/07 – 11/12)

Dick's Sporting Goods – Pittsburgh, PA

- › Managed the design and development of packaging, collateral, signage, and product branding for private and licensed brands in hardlines, softlines, and footwear. Brands included Adidas, Umbro, Slazenger, Nickent, Maxfli, Acuity, Walter Hagen, and Lady Hagen.
- › Designed brand identities that provided differentiation in the marketplace and targeted consumers to increase product sales. Partnered with brand management team to ensure brand consistency.
- › Managed assistant designers and interns, providing strategic art direction and leadership while staying within the product development timeline.
- › Developed packaging cost reductions: Decreased Slazenger Raw Distance golf ball packaging costs by 51%, increasing margin by 159% in a time when product costs were rising significantly.
- › Successfully onboarded several design contractors, leading to their full time employment.
- › Communicated with vendors to source, sample, and produce collateral and packaging internationally.
- › Strategically planned and creatively art directed product and lifestyle photo shoots.
- › Led the planning and design of trade show booths for four brands at the 2012 Golf Galaxy Store Manager's Conference. Responsible for creating a timeline, designing the physical booth space, ordering booth components, managing the budget, and organizing shipment of all materials to the event location.
- › Managed the photography studio used for all packaging and lifestyle photography. Developed calendars that created product photography efficiencies. Managed product and lifestyle shot counts in order to stay within budget and contractual agreements. Provided critical studio communications between Dick's Sporting Goods management, studio, and design team.

EDUCATION

La Roche College (2007)

Bachelor of Science, Graphic + Communication Design

International Academy of Design and Technology (2004)

Associate of Specialized Technology, Visual Communications