

lilyt

LILY THERENS

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LILYTHERENS.COM

EDUCATION

2007-2011

Bachelor of Arts
Visual Communication
& Art History
University of California, Davis

SKILLS

Mac OS
Windows

ADOBE

Illustrator
InDesign
Photoshop

AS WELL AS...

Illustration
Packaging Design
Creative Direction
Mural Design + Execution
Social Media + Social
Media Marketing
Microsoft Office Suite
Digital Photography

ART DIRECTOR + DESIGNER + ILLUSTRATOR

Looking for purposeful work in a creative environment—One that embraces a modern aesthetic & indulges in thoughtful concepts.

EXPERIENCE

ART DIRECTOR

vhcle holdings | Sacramento, CA | May 2021 - Present

Function as sole designer & art director for restaurant & event group responsible for some of Sacramento's most popular and well-acclaimed restaurant & bar establishments.

Act as the member of the corporate team that oversees operations for vhcle holdings' endeavors: Lowbrau, Beast & Bounty, Milk Money, Love Child, Holy Spirits, THIS Is Midtown & more.

Develop, implement & oversee several brand identities and strategies across all channels of media while adapting to the rapidly changing environment of the restaurant, bar & hospitality industry.

ART DIRECTOR

UnCommon Advertising | Sacramento, CA | Oct 2019 - May 2021

Concept, design, assign or art direct content for campaigns and brands.

Distill complex themes & information into concise and appealing visual messaging.

Collaborate with both creative and account teams to ideate and present prospective designs for new or existing clients in a number of industries.

GRAPHIC DESIGNER

Lionakis | Sacramento, CA | Nov 2015 - Oct 2019

Work with team of graphic designers within architecture firm, assisting firm in maintaining a strong, modern brand aesthetic.

Collaborate with business development and marketing to expand company presence as a leading design firm on the west coast.

Serve on project teams alongside architectural & interior design studios to concept and execute print & environmental graphics.

FREELANCE DESIGNER + ILLUSTRATOR

Lily Therens | Sacramento, CA | June 2011 - Present

Work as contract designer and illustrator for clients in need of creative design and illustration solutions, with a heavy focus on restaurant, bar, hospitality, events and education.

Create branding and identity standards for businesses, design original logos, develop collateral and other print materials.

References Available Upon Request