

# CARLY LUCAS

Multi-disciplinary visual designer

New York, NY

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## EXPERIENCE

### M13, Graphic Designer

Feb 2022–Present | New York, NY

- Establish a consistent brand experience across internal and external communications, including investment reports, decks, editorial content, print collateral, and merchandise.
- Execute and produce high-quality creative assets for over 20 events, from intimate dinners to multi-day tent pole gatherings.
- Manage 10–12 concurrent project deadlines, efficiently adapting priorities to accommodate evolving requirements.
- Curate engaging social media campaigns resulting in 15K LinkedIn impressions and a 428% increase in X (Twitter) impressions.
- Translate complex financial data and investing methodologies into visually engaging infographics and charts.

### Leo Burnett, Junior Art Director

Jun 2021–Feb 2022 | Detroit, MI

- Collaborated with a team of 15 creatives to pitch and produce campaign concepts for General Motors (GM) brands, including GM Genuine Parts, ACDelco, Buick, Cadillac, and GMC.
- Executed organic and paid social campaigns, increasing customer engagement and driving product sales.
- Earned strong and consistent client endorsement across campaign executions, spanning Digital, Print, Native, and OOH advertisements

### Wander, Product Designer

Sep 2020–May 2021 | Ann Arbor, MI

- Designed high-fidelity Figma wireframes and prototypes to enhance and launch product features within agile two-week sprints.
- Implemented a uniform and visually compelling user interface (UI) design structure to elevate the platform experience and minimize user friction.
- Crafted intuitive site navigation pathways with clear call-to-actions, guiding users towards desired actions and enhancing user experience

### SHEI Magazine, Design Editor

Sep 2018–May 2021 | Ann Arbor, MI

- Directed a team of 10 designers in producing design assets and magazine layouts for both digital and print publications.
- Managed project deadlines, conducted group critiques, and ensured alignment of creative direction and key objectives across the design team and organization.

### Madison Square Garden Entertainment Corp., Design Intern

Jun 2020–Aug 2020 | New York, NY

- Produced creative assets for MSG's diverse portfolio of brands, adhering to brand identity and style guidelines.
- Collaborated with a team of interns to research and pitch an emerging digital platform to marketing partnership executives.

## EDUCATION

### University of Michigan,

### Penny W. Stamps School of Art & Design

May 2021 | Ann Arbor, MI

Bachelor of Fine Arts, GPA: 3.8/4.00

Major: Art & Design, Minor: Digital Studies

## SKILLS

### Brand Design

- Art Direction
- Logo Development
- Typography
- Packaging
- Style Guides
- Presentation Decks and Reports
- Email Communications
- Social Media Campaigns
- Print Production
- Merchandise

### Product Design

- User Interface (UI)
- User Experience (UX)
- Low-and-High-Fidelity Wireframing
- Prototyping

### Creative

- Photography
- Video editing
- Content Creation
- Vendor management

## SOFTWARE & TOOLS

- Adobe Creative Suite
- Figma
- Canva
- Microsoft Office
- Google Workspace
- Basic HTML
- Squarespace
- Content Management Systems
- Project Management Systems

## INTERESTS

- 2023 TCS New York City Marathon Finisher
- NYC Trivia League and Mixtape Bingo Host