

# Lia Zink-Duda

314.681.1540  
[lia.k.zd@gmail.com](mailto:lia.k.zd@gmail.com)  
liazinkduda.com

## Education

**The University of Kansas**  
FALL 2018-SPRING 2022  
BFA Visual Communications  
GPA 3.84  
Minor in Spanish  
Book Arts Certificate

## Skills

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe XD  
Hand Lettering  
Lino Printing  
Letterpress Printing  
Book Binding  
Intermediate Spanish

## Involvement

**Amsden Art History Award**  
FALL 2020  
**Volunteer Youth Volleyball Coach**  
FALL 2021 - FALL 2024  
**Volunteer Youth Basketball Coach**  
WINTER 2022 - WINTER 2025  
**St. Vincent de Paul Food Pantry Volunteer**  
JUNE 2022 - PRESENT

## Experience

**Paper Source**  
Sales Lead  
JUNE 2021- PRESENT  
Provided exceptional customer service by assisting customers in choosing paper, gift, and craft items  
Created captivating store displays and organized tables with new merchandise  
Executed the development of interior and exterior store signage, including the assembly and setup of seasonal window displays  
Improved social media interaction through the creation of compelling Instagram content highlighting new products and promotional incentives

**Ethical Society Nursery School**  
Freelance Graphic Designer and Social Media Manager  
JUNE 2020- PRESENT  
Created promotional print collateral for the school, designing materials such as donation flyers, summer camp advertisements, and annual event announcements.  
Created content for, monitored, and managed Instagram page to build brand presence

### Hallmark Cards

Freelance Greeting Card Designer  
JUNE 2022- APRIL 2023  
Designed eye-catching birthday and holiday greeting cards, utilizing provided editorial content and visual and stylistic direction, while adhering to budgetary constraints  
Collaborated closely with art directors and senior designers to assess, refine, and enhance card covers and inside designs  
Created mood boards to guide stylistic direction for upcoming holidays based on current visual trends

### The Robert J Dole Institute of Politics

Student Outreach Coordinator  
SEPTEMBER 2021- MAY 2022  
Maintained the institute's WordPress website by incorporating event details, calendar changes, and featured images  
Produced and shared content across the social media profiles of the Student Advisory Board, including posts, stories, and updates on platforms such as Twitter and Instagram  
Designed promotional brochures and pamphlets for upcoming events  
Photographed Dole events, annual functions, special lectures, and student-led meetings