

Lia Zink-Duda

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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 - PRESENT
Volunteer Youth Basketball Coach
WINTER 2022 - PRESENT
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

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

Ethical Society Nursery School

Freelance Graphic Designer and Social Media Manager
SUMMER- 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