

Lilia Sanabria

Senior Visual Designer

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Creative and detail-oriented Senior Visual Designer and Art Director with extensive experience in designing interactive experiences across industries such as pharmaceuticals, nonprofits, education, consumer goods, and publishing. Proven track record of delivering innovative solutions for top brands, including Bose, Ford Motors, Puma, Reebok, Thermo Fisher Scientific, Fidelity Investments, Oxfam America, Abbott Laboratories, The North Face, and more. Expertise in branding, UI/UX design, and 360° marketing campaigns.

Experience

Senior Visual Designer and Art Director (Contract)

Vitruvian | Remote | Nov 2024 – Present

- Led the redesign of the e-commerce site, mobile app, and marketing assets.
- Oversaw photography and video production to create cohesive, visual content.
- Developed new design systems to ensure consistent branding across all platforms.

Senior Visual Designer (Contract)

VF Corporation | Remote | Nov 2022 – Oct 2024

- Created a comprehensive design system to facilitate the seamless migration of The North Face's e-commerce site to a new platform, ensuring consistency and efficiency.
- Redesigned the brand's homepage, enhancing user engagement and visual appeal.
- Collaborated with the UX team to redesign the checkout flow, resulting in a significant improvement in user experience and substantial revenue growth.

Senior Visual Designer (Contract)

Bose Corporation | Remote | Apr 2022 – Nov 2022

- Designed and delivered comprehensive creative assets across multiple channels, including product pages, editorial content, emails, social media, in-app messaging, landing pages
- Created assets to support the successful launch of Bose's QuietComfort Earbuds and SoundLink Flex Bluetooth Speaker new color, driving brand awareness.

Senior Visual Designer (Contract)

Velir | Remote | Nov 2021 – Apr 2022

- Designed custom websites for nonprofits, educational institutions, and healthcare organizations
- Improved digital performance through user-centric design strategies

Senior Visual Designer (Full Time)

Curriculum Associates | Remote | Feb 2021 – Nov 2021

- Led a team of animators to develop innovative digital products that enhance learning enjoyment and inclusivity.
- Worked closely with educators and industry leaders to design and develop engaging digital content.
- Ensured all digital materials were accessible, user-friendly, and compliant with industry standards, promoting inclusivity and equality.

Design Supervisor (Full Time)

Fidelity Communications and Advertising | Boston, MA | Jun 2015 – Jul 2019

- Led the design of a comprehensive website for Fidelity Institutional, aligning with their rebranding initiative and showcasing their refreshed vision.
- Created modern brand elements, including messaging, colors, patterns, and illustrations, to provide the site with a distinctive and fresh appearance.
- Designed the website to meet the changing needs of advisors and investors, improving user experience.

Senior Designer (Full Time)

Oxfam America | Boston, MA | May 2013 – May 2015

- Conceived and developed the "Wanted" theme, inspired by iconic Wild West-style posters, for the 2014 Unwrapped campaign.
- 360° Marketing Campaign: Engaged donors through print and digital media, including ae-commerce site, digital banners, brochures, print ads (*The New Yorker*, *Edible*), and public display ads (Times Square, malls, airports, buses).
- Award-Winning Results: Received a Hatch Merit Award for the campaign's innovative design.

Education

Massachusetts College of Art and Design | Boston, MA

Graphic Design Certificate | 2003 – 2005

Pontifical Universidad Javeriana | Bogotá, Colombia

Bachelor's degree in industrial design | 1994 – 1999

Skills

Design and Creative Skills

Creative & Art Direction, UI/UX Design, Responsive Web Design, App Design, Brand Identity Strategy, Typography, Interactive Media Design, Visual Design, Prototyping, Print, Micro animations

Technical Proficiencies

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Jira, Microsoft Office, Confluence

Project Management & Leadership

Project Management, Collaboration & Team Leadership, Design Systems and Governance, Brand Guidelines, Cross-Department Coordination, Mentorship & Training

Data Analysis and Optimization

Data Visualization, Conversion Rate Optimization (CRO), SEO best practices

Accessibility & Soft Skills

ADA Accessibility, Communication (Verbal & Written), Creative Problem-Solving, Storytelling & Storyboarding, Pitching & Presentations, Design Thinking, Visual Communication.

Languages

English, Spanish