

Hello! My name is Lia Sfiligoj, pronounced /svil·li·goy/.

CONTACT

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SKILLS

Adobe Photoshop
Illustrator/InDesign
After Effects/Premiere Pro
XD/Sketch/Miro
Brand Development & Strat
Conceptual Development
UI Design
Motion Graphics
Keynote/Google Slides
InVision/PPT

EDUCATION

Fashion Institute of Technology

Bachelor of Fine Arts (BFA)
Advertising Design, 2014-2016

Associate in Applied Science (AAS)
Communication Design, 2012-2014

EXPERIENCE

Droga5 — Associate Design Director

November 2021 - Present

- Design lead for Petco, Allstate, and ASPENX teams.
- Direct and develop branding for guidelines, campaign, pitches, service, and digital projects.
- Manage mid-level, junior designers, and direct reports.
- Developed collaborative and cross-departmental relationships within a large agency setting.
- Conduct weekly discussions and presentations with VP and C-level clients.
- Maintain a role within a director-level design department group.

Droga5 — Senior Designer

October 2019 - November 2021

- Petco design team lead. Created design language for multiple promotional campaigns.
- Design lead for Chase Sapphire's rebrand. Developed comprehensive Chase Sapphire brand guidelines, which informed all other Chase card rebrands and guidelines.
- Worked in tandem with AD and copy teams to lead pitch work for TB12, Oculus, and King.
- Alongside ACD, led numerous branding and service design projects for Mattress Firm.

Havas Worldwide — Senior Visual Designer

September 2019 - October 2019

- Lead designer, alongside ACD, of internal rebrand of Havas NY.
- Rebranded Havas' internal communication, event collateral, and building interior.

Havas Worldwide — Visual Designer

January 2018 - September 2019

- UI designer for an internal digital strategy tool. Developed the branding, an interactive styleguide, and UI components. Participated in user testing and QA of the digital tool.
- Worked within an agile team of production, UX, and developers to produce over 80 product screens. Presented to c-suite level investors.
- Rebranded Rackspace's website, guidelines, and launch campaign.
- Worked alongside UX to win pitches for: NARS, Rite Aid, and Watson Health.
- Completed full site redesign of IBM Bluemix and PartnerWorld.

Havas Worldwide — Jr. Visual Designer

June 2016 - January 2018

- Jr. Visual Designer for IBM's website. Worked across multiple lines of IBM business.
- Strong collaborations with UX, copy, and developers lead to the successful desktop and mobile redesign of IBM Cloud.
- Designed a digital chatbot and dashboard experience to win the Con Edison account.
- Streamlined the Havas client acquisition process by creating a centralized portfolio site.

Atmosphere Proximity — Freelance Art Director

October 2015 - May 2016

- Created visual language, alongside creative teams, for Emirates, VISA, and HP campaigns.
- Winner of Advertising Week's "The Big Ad Gig 2015"

TEDxFultonStreet — Freelance Motion Designer

June 2015 - August 2015

- Conceptualized, designed, and animated three TEDx talk introduction videos and speaker intro videos for 2015 TEDx event.