Lily Rosen

Web & Brand Designer

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lilyrosen.ca

Experience

Sonder Creative | Web & Brand Designer

October 2025–September 2026 | Remote

- Led projects from logos and visual identities to web layouts to fully launched websites, working alongside developers to translate designs to code.
- Presented to clients to explain the rationale behind design choices, share progress, and answer questions.
- Built reusable, engagement-driven social media and ad marketing templates for easy content creation.

Onbox Creative | Practicum Designer

February 2025–April 2025 | Vancouver, BC

- Crafted brand identities from concept through application by developing mood boards, style options, visual hierarchies, and packaging mockups.
- Collaborated in internal meetings with the creative director and design crew to tackle tight turnarounds guided by discovery and strategy.

Hangar 18 Design | Graphic Design Intern

May 2024–August 2024 | Vancouver, BC

- Wireframed, designed, and prototyped a responsive multi-page website with desktop, mobile, and tablet UI in Figma for developer hand-off.
- Supported UX strategy with competitive analysis research and sitemaps.
- Refined existing assets for digital use in portfolio projects and social media posts.

Thought Shop | Graphic Design Intern

May 2023–August 2023 | Vancouver, BC

- Created brand assets for client and internal use, including brand guidelines, presentation decks, email marketing, wireframes, maps, and graphic icons.
- Prepared and labelled final logo, signage, and stationery files for print production.

Education

Bachelor of Design in Visual Communication

September 2021–April 2025

Completed at Capilano University's *IDEA School of Design*, a rigorous, career-focused creative program.

Recognition

RGD Award for Packaging Design (Series)

Honourable Mention | 2024

Brand Battle for Good

Runner-Up | 2022

ABCDE Youthwright

Original Play Winner | 2021

Dean's List + 4.00 GPA

2021–2025

Services

Branding & Visual Identity
UI/UX & Web Design Art Direction
Wireframing & Prototyping
Packaging & Merchandise Typography
Social Media & Marketing Campaigns
Copywriting & Storytelling

Tools

Adobe Creative Suite Figma HTML/CSS
Microsoft 365 G Suite Canva