



LILLIAN ALLGOOD

 lilly@allgoodesigns.com

 (321) 704-4909

 Orlando, FL

PROFESSIONAL SUMMARY

Digital Media student with a strong passion for user-centric design and creative problem-solving. Skilled in designing and developing responsive user interfaces, combining aesthetics and functionality seamlessly. Proficient in various design tools and techniques, adept at creating impactful solutions in today's digital landscape. Passionate contributor to local galleries and markets, showcasing artistic talents and fostering self-expression through art.

SKILLS

- Responsive Web Design
- Front End Development
- Adobe Photoshop & Illustrator
- Programming Languages: HTML, CSS,
- Javascript, React.js
- Wireframe & Prototyping - Figma
- Web Accessibility
- Digital Marketing
- Version Control/Git
- Customer Service
- Hand Drawing Proficiency

EDUCATION

University of Central Florida
Orlando, FL • Expected May 2024

Bachelor of Arts: Digital Media

Honors and Achievements:

- Dean's List
- Director's Honor Roll
- 4.0 GPA- President's Honor Roll

Eastern Florida State College
Melbourne, FL • December 2017

Associate of Arts

The Salon Professional Academy
Melbourne, FL • June 2019

Esthetician's License

WEBSITES

www.allgoodesigns.com

www.linkedin.com/in/lillian-allgood-39213a127

WORK HISTORY

Black Dog DESIGNS - Design Intern
Remote • January 2024 - Present

- Designed engaging layouts for effective email marketing campaigns, enhancing customer outreach.
- Utilized marketing analytics tools to gather insights and improve campaign performance.
- Produced digital assets for social media platforms, maintaining brand coherence across various channels.
- Worked closely with cross-functional teams to understand marketing goals and translated them into visually appealing design solutions.
- Developed aesthetically pleasing and user-friendly web page designs, focusing on optimal user experience and brand consistency.

Revolution Lash Studio - Manager / Licensed Esthetician
Orlando, FL • July 2019 - December 2023

- Led redesign of company's brand identity during rebrand.
- Created a variety of marketing collateral, including brochures, manuals, and promotional materials, ensuring a cohesive brand image.
- Assisted in developing monthly promotional campaigns to attract new clients.
- Designed digital assets and composed copy for marketing campaigns.
- Fostered friendly, warm, and exceptional customer experience.
- Analyzed business performance to identify areas of improvement and make necessary adjustments.
- Trained new estheticians on proper techniques and safety protocols to develop capabilities of individuals and improve team efficiency.

Dr. Jeanette G Warner, MD - Administrative Assistant
Melbourne, FL • February 2018 - July 2019

- Conducted insurance verification and pre-authorizations and managed patient charts.
- Managed over 50 customer calls per day, routed messages and resolved patient inquiries within target timeframes.
- Built and maintained excellent customer relationships through timely response to inquiries and going above and beyond to accommodate unusual requests.