



# Lily Rosen

Graphic Designer

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## Experience

### Onbox Creative | Practicum Designer

February 2025–April 2025 | Vancouver, BC

Crafted brand identities from concept to application by developing moodboards, stylescapes, visual hierarchy, and packaging mockups. Collaborated with the creative director and design crew to tackle tight turnarounds in the health, wellness, and food/beverage sectors. Engaged in internal meetings to build content strategy.

### Capilano Courier | Crew Writer

August 2024–April 2025 | North Vancouver, BC

Wrote monthly newspaper articles for print and web on varied topics, from grunge band interviews to on-campus sports. Communicated with a cross-functional team of writers, editors, illustrators, and photographers to manage time and collaborate effectively.

### 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 sitemaps and competitive analysis. Finalized production files for print and refined existing assets for digital use in web portfolio 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 in the real estate, restaurant, and retail sectors.

## 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

Art Direction

UI/UX & Web Design

Packaging & Merchandise

Social Media & Marketing Campaigns

Copywriting & Storytelling

Typography

## Tools

Adobe Creative Suite, Figma, HTML/CSS, Microsoft 365, Procreate