

Lily Meng

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Experience

Authentic Brands Group / Graphic Design Intern

09/2022 – 12/2022

Designed social media and event graphics for over 10+ brands

Designed logo, packaging, and graphics for Juicy Couture to revitalize brand toward a new direction

Created tailored presentations and pitches for clients & stakeholders

Johnson & Johnson / Summer Professional Program

06/2022 – 08/2022

One of eleven interns selected from a field of over 1,000 applicants

Researched and analyzed 20+ skin health and beauty companies to develop a comprehensive audit board of brand trends, visual identity, and touchpoints

Designed packaging for major product line to elevate a new brand direction; strategized, designed and mocked up social media and product campaigns to enhance brand activations

Collaborated with team of 3 interns to conduct user research and generate insights to improve communication and more workplace engagement; led UI and brand design process

Push10 / Design Intern

03/2022 – 05/2022

Developed innovative solutions for client-facing projects such as website functions, product mockups, and icon designs

Led an independent rebranding project, encompassing logo iteration and mobile redesigns to finished brand guidelines

Prepared websites for back-end development by designing landing pages, responsive breakdowns of desktop screens, created type styles, and responsive navigation menus

EastMeetsWest / Brand & Design Intern

09/2021 – 12/2021

Researched brand strategy analysis to effectively conceptualize and create comprehensive brand guidelines and identity

Produced content and copy for social, web, and mobile platforms

Designed company brand identity, including mood boards, logo iterations, and sample layouts for all collateral materials

Education

Parsons School of Design / Communication Design, BFA

2019 – 2023

Skills

Adobe Creative Suite: After Effects, Illustrator, InDesign, Photoshop, Premiere Pro; Figma, HTML/CSS
Brand Design, Brand Strategy, Illustration, Layout Design, Typography, UI/UX Design, User Research