**Lilith** **Haig**

*Weehawken*, NJ, *07086 | (845) 802-4118*

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**EXPERIENCE**

**2D Animator** May 2021 - Present

*Verizon, New York, NY*

-Executing animations in a fast-paced environment for all brand channels including retail, dotcom, social, and OLA for English and Spanish-speaking markets to drive plan and product sales

-Creates compelling and engaging animations from storyboards to assist marketing efforts while maintaining the Verizon brand standards in collaboration with graphic designers and creative directors

-Effectively implements powerful typography in motion designs

-Performs various editorial tasks such as color correction, audio editing, and rotoscope

-Communicating project status updates to project managers and creative directors

**Branding and Design Intern** Sep 2020 - Jan 2021

*Urban Initiatives Group, Schenectady, NY*

-Designed brand identity packages for up-and-coming businesses including logo, brand toolkit, and marketing materials

-Leveraged community demographics and values with target market to create synthesized brand identities

**Digital Marketing Intern** Sep 2020 - Dec 2020

*Oxford Day Academy, Palo Alto, CA*

-Redesigned information architecture and UX of website to increase student outreach and enrollment during COVID-19

-Created brand toolkit for administration to leverage in school communications and press releases

-Researched marketing strategies for enrollment and created a marketing guide as a handoff for administration

**Digital Studio Assistant** Jan 2019 - Jun 2021

*Union College, Schenectady, NY*

-Tutored undergraduate students in Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe After Effects, Python, and Cinema4D

-Managed and maintained 25 Mac computer setups and adjacent software for class use

-Used Cinema4D to design lab layout and built storage solutions for ease of student access

**EDUCATION**

**Bachelor of Arts (B.A.) - Studio Fine Arts and Art History** Sep 2017 - Jun 2021

*Union College, Schenectady, NY*

-Specialized in Digital Arts and Contemporary American Art History, minor in English

-Editor-in-Chief of The Idol Literary and Arts Magazine

-Presidential Scholar

-Recipient of William B. Jaffe Arts award

-Arnold Bittleman Research Fellow in the Arts

**SKILLS**

**Expert in:** Adobe After Effects, Adobe Illustrator

**Intermediate in:** Adobe Premiere, Cinema4D, Adobe Photoshop

**Basic in:** Python