

LIA OSPINA

DESIGNER

CONTACT

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LIAOSPINA.COM

EDUCATION

B.S ADVERTISING

UNIVERSITY OF TEXAS AT AUSTIN
FALL 2017 - MAY 2021

TEXAS CREATIVE SEQUENCE
MCCOMB'S BUSINESS MINOR

DEAN'S LIST

FALL & SPRING '19,'20,'21

SKILLS

- ADOBE CREATIVE SUITE
- DIGITAL DESIGN
- ART DIRECTION
- ILLUSTRATION
- TYPOGRAPHY
- BLENDER 2.9
- FULLY FLUENT IN SPANISH

EXPERIENCE

LAUNDRY SERVICE LA

JUNIOR GRAPHIC DESIGNER | AUG 2021 - PRESENT

CLIENTS: AMAZON MUSIC (MAIN, ROTATION, PLAYMOREPODS)

- Concept and design visual solutions to speak to our multiple social audiences.

LAUNDRY SERVICE LA

ART DIRECTOR INTERN (VIRTUAL) | JUN 2021 - AUG 2021

CLIENTS: AMAZON MUSIC (ROTATION), PLAY LIKE A GIRL

- Presented a new strategy for Amazon Music Latin's anniversary campaign to engage younger audiences.
- Executed social content ideas for Amazon Music's Rap Rotation.
- Developed and presented a successful campaign direction for Play Like a Girl.

MAIP FELLOW '21

ART DIRECTOR INTERN (VIRTUAL) | JUN 2021 - AUG 2021

CLIENTS: JOLLIBEE, IZZY

- Participated in bi-weekly labs and workshops led by agencies and industry professionals.
- Art directed 2 campaigns in a 4-week span, working alongside 12 MAIP fellows.
- Networked and connected with agencies during Face of Talent, a one-week career and creative fair.

TEXAS CREATIVE SEQUENCE

ART DIRECTOR | JAN 2020 - MAY 2021

- Art directed cross-platform campaigns and developed strategic briefs in partnership with different copywriters.

LEADERSHIP EXPERIENCE

SANGER LEARNING CENTER

PEER ACADEMIC COACH | SEPT 2019 - MAY 2021

- Coached up to 6 students a week by appointment in study efficiency and test preparation, helping them achieve academic goals.
- Met weekly with students on a one-to-one basis tailoring each session to each student's needs to help them navigate university.