



Lila Shokr
Graphic Design
Illustration

EDUCATION

Moravian University

Bethlehem, PA ■ *Honors*

BA Graphic and Interactive Design
GPA/3.85

Paris College of Art

Paris, France

Fall 2021: Communication Design

Summer 2019: "Paris Cafe Culture:
Create an Artist Book" Course

Northampton Community College

Bethlehem, PA

AAS Communication Design, Print/Web
GPA/3.68

SKILLS

Software

Adobe InDesign, Adobe Photoshop,
Adobe Illustrator, Adobe Acrobat,
Adobe After Effects, Procreate, Nomad,
Google Drive, Google Slides, Microsoft
Word, Microsoft PowerPoint, Slack,
Monday, SharePoint, Dropbox,
HTML/CSS, Wordpress

Professional

Data Visualization, Brand Identity and
Marketing, Editorial Design, Research,
Advertising, Illustration, Photography,
Typography, Package Design, Web Design,
Painting, Printmaking (screenprinting and
relief), Risograph printing, Bookbinding

Interpersonal

Client interaction/communication,
Collaboration, Time Management,
Creative problem solving, Reliability

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 Bethlehem, PA

EXPERIENCE

Graphic Design Intern

Factory LLC - Bethlehem, PA ■ 2023-

Won Spring '23 graphic design internship at Factory scale-up facility and investor for food and beverage brands. Worked with brand managers to create marketing, e-commerce, and packaging materials for invested brands (Pipcorn, Honey Stinger, Stuffed Puffs, ROAR). Worked with photo and video teams for brand's social content.

Freelance Graphic Designer

Alloy5 - Bethlehem, PA ■ 2022-23

Summer '22 intern then continued on freelancing at Alloy5 Architecture and Design firm. Worked in conjunction with the marketing and graphics team on branding and identity projects, both client and in-house. Collaborated with the architecture and interior design teams on exterior and interior environmental graphics. Concepted designs and set up documents, proposal decks, client presentations, and style guides.

Graphic Designer

Studio South - Bethlehem, PA ■ 2022-

Designer at Moravian University's in-house student design firm. Worked on client and university projects including; CD design, marketing assets (digital + print), photo printing.

Studio + Research Assistant

Paris College of Art ■ 2021, *Moravian University - Bethlehem, PA* ■ 2022-

Printmaking studio assistant; aided in functionality and upkeep of the studio, assisted in inventory and monitoring the use of presses and silkscreen equipment. Research assistant under accomplished artist Angela Fraleigh, I provided research for her future artwork and projects.

Freelance Illustrator / Graphic Designer

A.T. Journeys Magazine - Harpers Ferry, WV ■ 2019-23

Illustrated and designed feature image for summer edition (2023) and a seasonal ad campaign consisting of four full page ads for the 2020-21 editions of the magazine. Designed four full page illustrations/collages for winter editorial feature story, Protecting a Realm (2019). Worked alongside Art Director/Designer Traci Anfuso-Young.

Freelance Painter

Dorney Park - Allentown, PA ■ 2019-22

Hired based on an accepted artistic portfolio to paint scenery for Dorney Park's premiere Carnivale festival and ongoing years.

ACHIEVEMENTS

American Advertising Awards

AAF Greater Lehigh Valley ■ 2020, 2023

Gold winner:

- Integrated Brand Identity Campaign:
"Elote Pipcorn"
- Sales & Marketing Magazine:
"Typolicious"

Silver winner (5)

AAF Creative Achievement Award

American Advertising Federation ■ 2020

Awarded by AAF for creative achievement within Communication Design.

Hope and Healing

Juried Art Show ■ 2016-20

Painting won 1st place 2019

On display in local hospital, St. Luke's.