



**LILA SHOKR**  
GRAPHIC DESIGN  
ILLUSTRATION

## EDUCATION

### MORAVIAN UNIVERSITY

*Bethlehem, PA* ■ *Honors*

BA Graphic and Interactive Design  
GPA/3.9

### 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, Monograph

### 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

### SENIOR DESIGNER

*Sports Illustrated - Remote* ■ *Current*

Designer for monthly print magazine and translates editorial assets to all digital platforms. Builds out and designs social media animated and static assets in addition to product specific web mockups. Works on internal brand guides and documents as well as client/talent pitches. Works closely with Creative Director on photo/illustration concepts, mood boards, and art directing photo shoots. Collaborates with the Art, Photo and Editorial Departments.

### GRAPHIC AND INTERACTIVE DESIGNER

*Alloy5 - Bethlehem, PA* ■ *2022-2024*

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. Managed printing and overseeing graphic projects for municipal, education, and higher education clients.

### GRAPHIC DESIGN INTERN

*Factory LLC - Bethlehem, PA* ■ *2023-2023*

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.

### GRAPHIC DESIGNER

*Studio South - Bethlehem, PA* ■ *2022-2023*

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* ■ *2022-2023*

Printmaking studio assistant; aided in functionality and upkeep of the studio, assisted in inventory and monitoring the use of presses and silkscreen equipment.

### 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.

## ACHIEVEMENTS

### AMERICAN ADVERTISING AWARDS

*AAF Greater Lehigh Valley* ■ *2020, '23, '24*  
Gold winner (4):

- *Fables Exhibition*
- *Fables Website*
- *Elote Pipcorn Brand Campaign*
- *Typolicious Magazine*

Silver winner (6)

### 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.