



EDUCATION

QUINNIPIAC UNIVERSITY

Bachelor of Arts
Interactive Design
Magna Cum Laude
GPA: 3.7/4.0

CINEMA MAKEUP SCHOOL

Vocational School
Mastery of Makeup

PROGRAMS & ABILITIES

DESIGN

Adobe Creative Suite
Wordpress
Squarespace / Wix

HTML / HTML5 / CSS
Professional

Photography
Photo Retouching
Invision / POP

MAKEUP

Special Makeup Effects
Creature Design
Prop Creation
Tattoo Coverup

Airbrush
Patching & Seaming
Character Makeup
Period Makeup
Wigs
Fabrication

PASSIONS


Gandalf, furniture restoration, 80s horror films, reading long fiction, printmaking & gaming.

LANGUAGES

English Native
Spanish Conversational

LINKS

 www.lydiamoralesmua.com

 [/lydiamorales.mua](https://www.instagram.com/lydiamorales.mua)

 [/lydiaamorales](https://www.pinterest.com/lydiaamorales)

EXPERIENCE

FREELANCE

Photography

January 2021 - Present

Clients & Work: Photographed makeup applications for clients with staged sets, product shots of wig inventory, convention event photography - Monsterpalooza, Comic Con, IMATS, Wondercon- client portfolio photography, makeup shopwork process photography.

NORMAN SILVERMAN

Photographer & Designer

January 2018 - February 2022

Role included art direction and social media strategy including shooting, coordinating and directing photoshoots for brand expansion and graphic elevation on a weekly basis. Responsible for designing all marketing materials for Norman Silverman as well as all client graphics including but not limited to billboards, web graphics, advertisements, post cards, tradeshow materials, booklets and photography. Worked with a variety of team members in-house and with luxury diamond dealers and clients across the nation to ensure brand awareness and continuity with every aspect of design.

FREELANCE

Graphic & Web Design

September 2017 - July 2022

Clients & Work: Buddy's Hemp Oil, Boston University, Dark Glow Media LLC., Rob Level, Saralina, Emily Rainey, e-commerce websites.

Custom prints made for artistic e-commerce website. Freelancer for Cinema Makeup School for website analysis and updates - provided detailed website analysis of total site function and provided a list of changes based on urgency. Work with upcoming musical artists in the LA industry: album artwork, social media graphics, content including photography and makeup for social media, web graphics, and media kit. Other client deliverables include packaging design, logo design, photo retouching, email design, website design and brand development.

CINEMA MAKEUP SCHOOL

Graphic / Web Designer & Photographer

October 2018 - July 2019

Responsible for brand management and all design direction / production for the school including print and electronic projects, advertisements, campaigns, tradeshow displays, and web design. In addition, worked as a photographer, offered support to students, photo manipulation/ editing, and event photography. Maintaining project deadlines and budgets. Co-coordinator of conventions, demoing makeup and being a representative of the school for prospective students at events.

IDEAL EVOLVED

Web Designer

May 2018 - Oct 2018

Primary responsibilities include website design, branding corporate identity, social media strategy, photographing, editing and retouching fine jewelry for social media campaigns. Working with in-house teams and developers across the globe to provide full site design from design to functioning launch.



LYDIA MORALES

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CONTACT

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EXPERIENCE

BOSTON UNIVERSITY

Lead Designer for the College of Communication

August 2015-September 2017

Responsibilities include overall management of Design Center, supervising student staff, managing design direction and production of all print/electronic projects, creating & maintaining environmental displays, offering design/web support to students and faculty, maintaining project budgets and timelines.

