



EDUCATION

QUINNIPIAC UNIVERSITY

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

CINEMA MAKEUP SCHOOL

Vocational School
Mastery of Makeup

DESIGN FOCUSES

Web Design
Web Analytics
HTML/HTML5/CSS
Photography & Editing
Project Management
Print Advertising
Digital Design
Social Media Management
Social Media Analytics
Figma/Sketch
UX/UI/SEO
Presentation Design
Packaging Design

PASSIONS

Gandalf, furniture restoration,
80s horror films, reading
long fiction, special
effects makeup, sculpting,
printmaking & gaming.

LANGUAGES

English Native
Spanish Conversational

CONNECT

 www.lydiamoralesmua.com
 /lydia-morales
 /lydiaamorales
 lydiamorales.designs@gmail.com
 203.770.0905

EXPERIENCE

LOREAL - PULP RIOT - Designer & Community Manager

January 2024 – Present

I function as a hybrid employee for Pulp Riot. As a Designer, I craft presentation designs, print materials, social media content, e-commerce assets, and in-store visuals for Saloncentric. My creations serve to bolster marketing initiatives and enhance educational programs nationally. As a Community Manager, I actively foster connections within an passionate community of artists and brand enthusiasts across diverse social media platforms. Through strategic scheduling, robust social media strategies, insightful analytics, proactive artist engagement, and unwavering brand support, I ensure the vibrancy and growth of our digital presence.

CINEMA MAKEUP SCHOOL - Design Director & Production Coordinator

October 2022 – December 2023

I oversaw the creation of all marketing collateral for the admissions office, including brochures, information cards, booklets, catalogs, and business cards. I also served as Project Manager for the brand, leading the campus store's rebranding efforts, encompassing logo redesign, apparel design, and the comprehensive renovation of the entire store, from blueprint development to innovative wall and window decal designs and captivating product displays. I provided consulting services in web design, facilitating the acquisition and development of a cutting-edge website for the school. Additionally I offered expertise in special effects makeup within the film and TV industry, supporting both the school and its sister production company, CMSDSI, while also orchestrating event planning and coordination for industry parties and conventions.

FREELANCE - Photographer & Web Designer

November 2017 - February 2023

Clients & Work: Photographed product shots of luxury diamonds and fashion jewelry for use in company catalogs, website ecommerce sales and inventory. Designed email marketing campaigns, and web design for e-commerce jewelry sites. Photographed makeup applications for clients with staged sets, product shots of wig inventory, convention event photography, client portfolio photography, makeup shopwork process photography, BTS photography.

NORMAN SILVERMAN - Creative Director & Photographer

January 2018 – January 2022

Role includes art direction and social media strategy including coordinating and shooting 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.

CINEMA MAKEUP SCHOOL - Art Director & Designer

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, offers photographic support to students, photo manipulation and editing, maintaining project deadlines and budgets. Co-cordinator of conventions, demoing makeup and being a representative of the school for prospective students at events like Monsterpalooza, San Diego Comic-Con, Drag Con, WonderCon and IMATS.

IDEAL EVOLVED - Web Designer

May 2018 – Oct 2018

Primary responsibilities include website design for ecommerce, branding corporate identity, social media strategy, photographing, editing and retouching fine jewelry for social media campaigns.

BOSTON UNIVERSITY - Lead Designer for the College of Communication

August 2015 - September 2017

Responsibilities included managing the Design Center, which included supervising design staff, directing design initiatives, and supervising the production of all print and electronic projects. Additionally, I was tasked with conceptualizing, installing, and maintaining environmental displays, providing photography and web support to students and faculty, and ensuring adherence to project budgets and timelines.