

lydia kalpin | libra lydkalp.com | @fluffi_owl fluffiowl@gmail.com minneapolis, mn



game designer & social media director (remote) spooky boogis

january 2020 - present

primary responsibilities: social media management, game art, team management, writing, VA direction, collaboration with developers & musicians, level design, 3D modeling

graphic designer (remote)

midwest veterinary supply august 2018 - present

primary responsibilities: video & motion graphics, social media content, email design, web design, packaging design, ad design, tradeshow

social media director (volunteer)

aiga minnesota board june 2018 - july 2020

primary responsibilities: company voice, copywriting, event marketing

content producer (contract/remote)

lifeboat network/minecraft july 2018 - december 2019

primary responsibilities: character design, women's demographic marketing, social media marketing

graphic designer + marketing assistant

wsu housing department & web department january 2017 - may 2018

primary responsibilities: digital ad design, printed ad design, marketing strategy, branding, web design

gallery design intern

walker art gallery august 2016 - may 2017

primary responsibilities: marketing strategy & ad design for gallery shows, banner printing & installation, vinyl laser cutting & installation

backstory (education)

b.a. i-design

winona state university, class of 2018 my i-design degree is a hybrid of graphic design & illustration

merits

ludum dare (participant)

ludum dare 23 | package man may 2023

ludum dare (participant)

ludum dare 22 | hello user january 2023

silver place in category ad fed - the show february 2018

people's choice award

art muse march 2017

skills

adobe creative suite (PS, AI, ID, AE, XD, DN) microsoft suite figma keynote/slide decks CMS illustration motion graphics sound design

characteristics

curious learner team player active listener debatably humorous multi-tasker copy writing photo editing social media marketing strategy project management show installation print production 3D modeling wordpress & wix

organizer researcher initiative taker empathetic straightforward

