

CREATIVE DESIGNER

I partner with small businesses and startups on brand identity, digital experiences, and print marketing from concept through production, creating original visual concepts with a focus on user experience, maintaining cohesive brand representation across all collateral, and applying design principles to craft impactful visual narratives in both digital and print formats.

KEY SKILLS

Design Leadership: Creative Direction | Team Mentoring | Project Oversight

Design & UX Tools: Figma | Sketch | InVision | Adobe Creative Suite | Balsamiq | Lucidchart | Miro

Workflow & Collaboration: Jira | Smartsheet | Agile/Scrum | Microsoft Office | Trello

Marketing & Branding: Digital Advertising | Email Marketing | Landing Pages | UX/UI

PROFESSIONAL EXPERIENCE

Partana Designs – Chicago, IL

Creative Designer

2014 – Present

Clients include: commercial real estate firms, beauty & personal care salons, education and tutoring services, nonprofit organizations, K-12 schools, performing arts groups, and B2B professional service providers

- Website & UX – Custom website design, UX strategy, branding guidelines
- Branding – Logo development, window decals, business cards, visual identity systems
- Print & Marketing – Brochures, flyers, labels, postcards, large-format banners, social media graphics
- Print Production – Press checks, paper stock selection, die lines, proofing, UV coating, embossing
- Vendor Coordination – Print vendor management, quoting, production scheduling, delivery tracking
- Photography – Photo shoot direction for brand assets

Expedia/Orbitz – Chicago, IL

Design Manager

2021 – 2025

Led creative direction for omnichannel marketing campaigns, driving brand consistency across content, photography, and email teams. Collaborated with cross-functional stakeholders to translate business objectives into compelling visual storytelling that elevated engagement and conversion.

- Managed designers, established workflows, and implemented design systems to streamline production.
- Oversaw campaign development for online merchandising, social media, and loyalty programs.
- Recruited and mentored junior designers, fostering professional growth and performance.

Senior Marketing Designer

2011 – 2021

Spearheaded the design of high-impact digital marketing assets, from advertising campaigns to loyalty program interface, merging creative vision with data-driven strategies to boost engagement and conversions. Partnered cross-functionally with UX research/analytics and product teams to align designs with business goals.

- Designed digital assets for advertising, loyalty, and promotional campaigns.
- Produced loyalty and credit card pages, increasing conversions by 20–50%.
- Collaborated with UX researchers and analysts to create data-informed designs.

Dotomi – Chicago, IL

Graphic Designer

2009 – 2011

Partnered directly with clients to translate business objectives into high-impact visual designs, from initial discovery (including onsite retail audits) to final execution. Specialized in creating dynamic, behavior-based digital ads that drove engagement for major brands.

- Designed personalized banner ads for brands like Hanes, Skechers, and Meijer, leveraging user behavior insights to increase click-through rates by 45%.
- Owned end-to-end marketing programs from concept to measurement, ensuring designs aligned with KPIs and brand guidelines.
- Thrived in cross-functional teams (copywriters, developers, account managers) to deliver pixel-perfect assets under tight deadlines.

Chicago Sun-Times – Chicago, IL

Web Designer

2008 – 2009

Created conversion-focused ad units and promotional assets for the newspaper's online platform, partnering with marketing to implement performance-tested designs that elevated engagement metrics by 25% YOY.

- Produced digital advertisements and marketing materials for the newspaper's online platform.
- Collaborated with marketing team to strategically align ads with campaign goals, resulting in a 25% increase in click-through rates.

ADDITIONAL RELEVANT EXPERIENCE

Webb Mason, Senior Print Account Manager | **Day and Night Printing**, Print Graphic Artist

Pride Container, Print Production Coordinator | **Madden Communications**, Print Account Manager

EDUCATION

Graduate Certificate in User Experience (UX) Design | University of Baltimore, Baltimore, MD

Bachelor of Fine Arts (BFA) in Visual Communications | The Illinois Institute of Art-Chicago, Chicago, IL

Bachelor of Science (BS) in Graphic Communications/Printing Management | Illinois State University, Normal, IL



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