

Lila Creighton

GRAPHIC DESIGNER

PROFESSIONAL EXPERIENCE

User Experience Designer

Pact | E-Commerce | Apr. 2022 - Mar. 2024

As the primary UX designer at Pact, I worked to support the business needs of a fast-growing e-commerce startup while creating functional and delightful experiences for users. Whether the goal was to create a more robust navigation menu, or increase cross-selling opportunities on product landing pages, I designed with the user in mind, aiming to create the best possible experience for the customer.

Digital Designer

Pact | E-Commerce | Oct. 2019 - Mar. 2022

As part of a small but mighty marketing team, I worked in many design disciplines to help grow the business and elevate the brand. I played a pivotal role in organizing photography and streamlining the marketing work flow. I focused on digital ads and site assets, but I also worked on print and packaging projects.

Brand & Marketing Designer

Denver Metro Association of Realtors®
Industry Trade Group | Sept. 2017 - Sept. 2019

Freelance 2017 - Present

EDUCATION

Bachelor of Fine Arts, Communication Design

Metropolitan State University
of Denver | 2013-2016

Bachelor of Arts, American Studies

Wesleyan University | 2007-2011

SOFTWARE

Adobe Creative Cloud

Photoshop · Illustrator
InDesign · XD
Premier Pro · After Effects

Other Software

Figma · Procreate
Wordpress · Airtable
Slack · Google Workspace

SKILLS

UX/UI · Web Design
Brand Identity · Art Direction
Motion Graphics · Print
Photo Retouching