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PRINT
Motion
BRAND + IDENTITY
WEB
DESIGN
INTERACTION

Instructional

**Lydia
Powers**

Contact

Phone (757) 572.9121
Email lydiapowers.design@yahoo.com
Website lydiapowers.com

Education

2012 Master of Fine Arts | Computer Graphics Design
 Rochester Institute of Technology, Rochester, NY

2003 Bachelor of Fine Arts | Graphic Design
 James Madison University, Harrisonburg, VA

Certifications

2012 Adobe Certified Associate
 Visual Communication using Adobe Photoshop CS5

2012 Adobe Certified Associate
 Rich Media Communication using Adobe Flash CS5

Organizations

2009 – Present Rochester Fingerlakes ACM SIGGRAPH

2002 – Present AIGA, the Professional Association for Design

2001 – 03 Member, Kappa Pi International Honorary Art Fraternity
2002 – 03 Vice President
 JMU, Harrisonburg, VA

- Planned and participated in activities that brought art and art awareness to the JMU and Harrisonburg, Virginia communities, such as: *Top 10 Reasons to be an Art Kid* t-shirt fund raiser, *Kappa Pi Annual Student Art Show and Sale*, *Very Special Arts* festival and mural installation.

Experience

2012 – Present Eastman Kodak / Kodak Alaris
 Visual UI Designer, Rochester, NY

- Works closely with UX manager, UX designers, other UI designers and development teams to design (and implement) screens, flows, icons, product glyphs and new products designs for kiosk, mobile, tablet and web applications; while maintaining a consistent design language across platforms. Currently involved in new design language implementation.

2003 – 2012 Freelance / Contract Designer

- Providing print, identity & brand, user interaction, motion and web design.
- Clients: Eastman Kodak, Edgewise, Inc., Evan Michaels Salon, Gallery r, Greater Rochester Celiac Support Group, Greek Peak, LifeNet Health, Music is Art, Powers Digital LLC, PRSA Hampton Roads, SP Painting, Inc. and Wegmans

- 2012** Workshop Instructor, *Typographic Carousel*
Center for Student Innovation, RIT, Rochester, NY
- 2010–11** Supervisory Assistant, Barschel Mac/Design Lab
- 2008–10** Lab Assistant, Mac/Design Computer Labs
Information and Technology Services, RIT, Rochester, NY
- Reported to manager about lab, trained lab assistants, ordered supplies, followed-up on problems in lab, assisted students and professors, received soft skills certification.
- 2010** DCDUX Interaction Design Intern
Eastman Kodak, Rochester, NY
- Worked closely with creative director, human factors and development team to design screens, create files and style guides for camera/computer software.
 - Reviewed final product for design consistency.
- 2010** Instructor, *Intro to Flash*, Arttech Workshop
Booth Mac/Design Lab, RIT, Rochester, NY
- Established class description, curriculum and notes for students.
 - Assisted students in hands-on application of materials taught.
- 2009–10** Marketing Committee
Thesis Exhibition Planning Committee, RIT, Rochester, NY
- Worked with marketing committee to come up with marketing plan and design identity for thesis show posters, postcards and backdrop.
- 2008–09** Graphic Designer
Student Government, RIT, Rochester, NY
- Designed advertisements, table cards and notebook inserts for Student Government events and election campaigns.
- 2006–07** Senior Designer
- 2004–06** Graphic Designer
Coburn Design, Auburn, NY
- Designed: identities, logos, packaging, websites, brochures, posters, advertisements, travel guides, catalogs, newsletters, email templates, Word templates, promotional materials.
 - Involved in all aspects of design jobs: estimates, proposals, gathering print quotes, client meetings, concept to final product, proofing, edits, formatting, mock-ups, flight check, preparation of files for press, checking printers proofs, press checks, client training, correspondence with clients and vendors.
 - Involved in all aspects of daily office activities: invoicing, production meetings, phone calls, training, education, maintenance of company website, portfolio and marketing materials.
 - Art direction and overview of office policies and procedures for new employees and interns.
- 2001–03** Lab Assistant and Project Designer
Madison MediaLab, JMU, Harrisonburg, VA
- Assisted students with design software, computers and scanning.
 - Worked with lab manager to design projects for clients.
- 2001** Graphic Design Intern
The Meridian Group, Virginia Beach, VA
- Worked with the tourism team. Shadowed and assisted manager of team in creation of print ads, radio ads and ad campaigns.
- 2000–01** Resident Advisor
Wayland Hall, JMU, Harrisonburg, VA
- Assisted residents, maintained weekly office hours, created monthly programs for residents, supervised hall counsel,

Community Involvement

2011 – Present

Board of Directors, Youth Group Co-Chair
2012 & 2014 *Making Tracks for Celiac Walk* Committee Member
Greater Rochester Celiac Support Group, Rochester, NY

2012 Festival Volunteer
Bonnaroo Music & Arts Festival

2010 Conference Volunteer
Flash in the Can Toronto 2010, Toronto, ON

2006 – 07 Marketing Committee Chair

2005 – 07 Board of Directors

Downtown Auburn Business Improvement District, Auburn, NY

- Researched and designed structure for new website to aid downtown businesses, encourage new businesses to locate downtown and provide shoppers with directory and resources.
- Worked with board members to enhance the appearance, economic viability and quality of life in the city of Auburn.

2005 – 07 Co-founder and Steering Committee Member
IGNITE Young Professionals Group, Auburn, NY

- Worked with Cayuga County Chamber of Commerce to create mission and goals of IGNITE as well as its identity, brand and marketing materials.
- Created and implemented programs and events that followed the mission and goals of IGNITE.

2006 Guest Lecturer, Graphic Design and New Media I classes
Cayuga/Onondaga BOCES, Auburn, NY

2005/06 Career Mentor, *Women Helping Women*
Harriet Tubman Residential Center, Auburn, NY

2004 Artist Donation, *Chair-ity04*, benefit for East Hill Family Medical
Springside Inn, Auburn, NY

2003 Designer and Volunteer, *Very Special Arts* Festival
Harrisonburg, VA

Exhibitions

2012 AIGA *New York State of Design* Exhibition and Catalog
Vignelli Center for Design Studies at RIT, Rochester, NY

2012 *A Celebration of Innovation in the Arts*
Vignelli Center for Design Studies at RIT, Rochester, NY

2011 *Graduate Design MFA Thesis Exhibition*
Rochester Institute of Technology, Rochester, NY

2006 *Women's Work, The Work of Women Designers* Exhibition
Mercer Gallery, Monroe Community College, Rochester, NY

2003 Kappa Pi Annual Student Art Show and Sale
Phillips Hall Ballroom, JMU, Harrisonburg, VA

2002 *Funk House Biennial*, Salon Show
Mitten Gallery, Harrisonburg, VA

Awards & Achievements

- 2012** AIGA *New York State of Design* Exhibition
Flutter-by Interactive Butterfly
Honorable Mention
- 2012** AIGA *New York State of Design* Exhibition
Letterpress Wedding Invitations
Honorable Mention
- 2012** Turn Signal Bike Jacket featured in Cyber Fashion panel
US Institute for Technical Theatre conference
- 2011** Adobe Design Achievement Awards
Flutter-by Interactive Butterfly
Semifinalist
- 2008–10** MFA Merit Scholarship
Rochester Institute of Technology, Rochester, NY
- 2003** Spring publication of *Sketch Book*
Kappa Pi International Honorary Art Fraternity
Honorable Mention Scholarship

Designer Statement

My approach to design is distinctly parallel with my approach to life. I leave no stone unturned and consider many possible solutions to discover the best one to pursue. I am not afraid to venture into unknown territory, think of new and interesting solutions and do what it takes to get the job done with a high level of creativity, craftsmanship and attention to detail. Each new project brings with it different challenges, perspectives and design considerations and I welcome each and every one.

Design is communication. A world without design would indeed be a more confusing and much less interesting place to live. When a message is presented to the viewer in a clear, meaningful and thoroughly considered way it increases their ability to understand and comprehend that message. It is my duty as a designer to play the role of translator, researcher, planner, artist, information architect and producer to create responsible and effective communication.

As a creative individual I am constantly inspired by the world around me. I find the creative process and the path it leads me on a very satisfying and rewarding one. For me being a designer is not just a job it is an integral part of my life.

Technical Abilities

- Adobe** Acrobat Pro, After Effects, Dreamweaver, Flash, Illustrator, InDesign, Photoshop, Soundbooth
- Other** Cinema 4D, Final Cut Pro, Microsoft Office, QuarkXPress
- Platforms** Mac and Windows
- Languages** ActionScript 3.0, CSS, HTML