



# CARLY LUBIC

<https://carlylubic7.wixsite.com/design>  
carlylubic@gmail.com

## EDUCATION

**Edinboro University  
of Pennsylvania**  
Edinboro, PA | May 2018

B.F.A. Applied Media Arts,  
Graphic and Interactive Design

## EXPERIENCE

**TiER1 Performance**  
Senior Consultant - Creative Designer  
July 2023 - Present  
Pittsburgh, PA

Excels in delivering strategic design solutions that elevate brand identity, foster innovation, and achieve client goals. Leads design teams, project management, and client collaboration to produce visually impactful and successful creative solutions.

Consultant - Creative Designer  
March 2022 - July 2023  
Pittsburgh, PA

Utilizes creative strategies to develop client solutions, effectively translating concepts into actionable outcomes. Assumes the responsibilities of creative lead and strategist for diverse clientele. Specializes in presentation, print, interactive, and e-learning design, ensuring exceptional outcomes.

**The Hershey Company**  
Associate Designer  
March 2020 - February 2022  
Hershey, PA

Demonstrated expertise in conceptualizing and visualizing design concepts, leading to the development of innovative packaging and merchandising solutions. Proficiently designed final mechanical files for print, while also contributing to concept art creation and revitalizing brand aesthetics through updates to original packaging.

User Experience Designer, HR  
July 2018 - February 2020  
Hershey, PA

Versatile designer experienced in both print and web applications. Led end-to-end design process for company's new HR website portal, including prototyping and user testing. Fostered effective collaboration by liaising with HR, marketing, and corporate communications stakeholders to deliver innovative design solutions.

## SKILLS

### Soft Skills

Communication  
Time Management  
Collaboration  
Precision  
Creativity  
Adaptability  
Problem Solving  
Client Service

### Design

Branding  
Corporate Design  
Creative Strategy  
Presentation Design  
Illustration  
Packaging Design  
Editorial Design  
E-Learning Design

### Tools + Tech

Adobe Creative Suite  
Microsoft Office Suite  
Wordpress  
Keynote  
HTML/CSS  
Articulate 360