

Lucinda Morreale

Digital Designer

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LadderbackDesign.com • LinkedIn.com/in/lucinda-morreale-creative/

EMPHASIS ON STRATEGIC, DATA-INFORMED DESIGN

Innovative visual communicator with 10+ years experience in social and web design. Skilled at analyzing data and leveraging user patterns to inform strategy and create empathetic, user focused design. Articulate, persuasive presenter and flexible designer, with an obsession for typography, color and emerging design trends.

AREAS OF EXPERTISE

Technical: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat), Asana, Content Development informed by Data, Figma, Detail-Oriented, Google Workspace, Looker Studio, Media Planning, Miro, MS Office, Online Advertising, Print Production, PowerPoint, Website/App QA, Sketch, WordPress

Design: Art Direction, Brand Guidelines, Data Visualization, Design Thinking, Digital Media, Environmental Design, Illustration, Information Architecture, Infographics, Photo Shoot Art Direction, Typography, UX/UI, Wireframing

Leadership: Brand Expression/Voice, Client Relationships, Design Strategy, Data Storytelling, Mentorship, Problem Solving, Verbal Communication, Project Management Skills, Strategic Marketing

PROFESSIONAL EXPERIENCE

Digital Designer/Marketer | Arrive Therapy June 2019 - Present

- Built a digital marketing strategy (social and web design) that brought in 23% more leads year-over-year
- Analyzed performance data patterns that helped inspire creative strategy. Tested and SEO optimized for 4 distinct audiences. (B2C and B2B). Benchmarked key metrics before and after each launch.

Assoc Creative Director | Health Union Oct 2021- June 2023

- Mentored and managed a team of 4 direct reports and provided creative and strategic feedback for all social media and ad campaigns for 9+ global chronic disease awareness websites.
- Created 5 dashboards using Looker Studio to track engagement on site and social
- Served as Data Educator for the Creative department; taught 32 ADs and ACDs how to leverage metrics to improve engagement across 42 websites and their social accounts.
- Collaborated cross-functionally on engagement strategies, including forum traffic drivers, custom infographics, spot illustrations, and interactive user-generated content loops.

Sr Art Director | Health Union Sept 2018 - Oct 2021

- Developed ad campaigns, social media content, and email campaign assets to launch 3 sites from scratch and grow 6 others' engagement rates by 5-14%.
- Fostered interdepartmental relationships to streamline processes and enhance file organization, resulting in increased efficiency for managing 6+ editorial and 11+ marketing projects annually.
- Member of cross-functional team introducing Looker Studio and promoting a data-driven company culture. Collaborated with Tech, Data, Ops, and Community Engagement teams to select the software, train 53 analysts, and integrate data into Looker for company-wide decision-making.

Art Director, owner | Ladderback Design June 2001 - Sept 2018

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- Led brand-building and marketing strategies for 225 clients on over 850 projects over 17 years
- Crafted branding and collateral for Baltimore Office of Sustainability programs that secured a \$52.8M grant, positioning Baltimore at the forefront of national green initiatives.
- Developed a comprehensive brand strategy, website, and outdoor signage for LEED-certified homes for Telesis Corporation. Achieved 100% sales of 56 homes in a struggling Baltimore neighborhood.
- Engineered a holistic brand system and authored strategic ad campaigns across digital and print platforms for Hersh's Pizza and Drinks, enhancing both B2C and B2B sales outreach.
- Systematized billing and asset management, enhancing efficiency through a searchable client asset library and a consistent file system.
- Crafted sales presentations using in-depth industry research, consistently met deadlines within budget.
- Led and mentored teams of freelance designers and web developers, ensuring seamless collaboration with various client contacts.
- Cultivated diverse clientele, including startups, nonprofits, universities, real estate professionals, politicians, and city governments.

Sr Art Director | Digitas Health

Nov 2016 - Apr 2018

- Engaged in both B2C and B2B strategies targeting healthcare professionals and patients in the lung cancer space, focusing on effective communication and tailored approaches to connect with consumers and engage medical practitioners.
- Visual storytelling and communicating complex medical ideas through photography, illustration, infographics, storyboards, and typography. Imagery had to be accurate yet simple for rapid understanding.
- Devised an impactful multimedia brand campaign which included animated online ads, magazine ads, digital tablet sales aids, print brochures and booklets. Designed a 60pp book covering brand voice and guidelines.

Graphic Designer, Mentor (Volunteer) | MD State Senator Mary Washington

June 2006 - June 2020

- Crafted brand system and social media strategy that contributed to the successful implementation and development of 4 Legislative campaigns and 1 Mayoral campaign.
- Led a Communications Committee comprised of volunteers and interns; ensured adherence to strategic plans, timely submission of endorsement forms, on-schedule press releases, and collateral completion.

EDUCATION

Bachelor of Fine Arts, The Maryland Institute College of Art

Looker Studio Federated Analyst, Health Union LLC

Leadership Mind, Caitlin Frost (*8 mo course*)

Data Driven Design, DesignLab (*6 wk course*)

AFFILIATIONS

Data Visualization Society Member

FUN FACTS

- Renovated an entire house during COVID
- Top 10 musical artists:
Sylvan Esso, Kate Bush, Alice Coltraine, Quincy Jones, Missy Elliot, Leon Bridges, Thee Sacred Souls, Khruangbin, Beirut, Tribe Called Quest