Lili Vaughn Sorensen

Graphic Design Specialist | Freelance Artist & Photographer | Aspiring Creative Director

385-216-9337 | sorensen.v.lili@gmail.com | www.linkedin.com/in/lili-vaughn-sorensen

EDUCATION

Westminster University, Salt Lake City (SLC), Utah — Expected May 2027

Bachelor of Arts in Communication, Minor in Graphic Design, Honors Certificate, First Scholars Certificate, 3.89 GPA

Relevant Coursework: Design Foundations, Multimedia Tools & Production, Design & the User Experience, Designing Dynamic Images, Advanced Photography, Experimental Photography, Digital Imaging, Leadership & Decision Making, Principles of Marketing, Communication Law & Ethics

- President's Scholarship – Westminster University (2023 – 2027)

RELATED EXPERIENCE

Self-Employed, Freelance Illustrator, Designer, & Photographer, UT — 2020 – Present

- Drafted and designed the front cover, back cover, and book body for Volume 62 of Westminster University's annual literary journal, *ellipsis…*
- Designed music album artwork and CD packaging, utilizing AI generation (as requested), Canva, InDesign, and Photoshop for "Symphonic Triage" by The Inventures
- Illustrated a t-shirt design in Illustrator and sent it to production for the non-profit Walipini Impact with the purpose of raising money to achieve zero hunger, making fresh food more accessible, and building sustainable communities
- Created a brand identity and social media strategy for local artist Olivia Celine Glascock, including drafts for 20+ logo variations and a schedule for how often and when to post content online
- Started and managed a handmade jewelry and art print small-business, tabling at 4 local markets and raising $1,000 for a trip to compete in the Future Business Leaders of America Nationals 2023

Westminster University, Communication Research Assistant, SLC, UT — August 2026 – Present

- Troubleshot and resolved Adobe Creative Cloud software issues on 18 iMac desktop computers
- Performed preventative maintenance on lab equipment, including cleaning 3 EPSON InkJet printers and replacing printer toner, ink, and paper
- Instructed lab users on proper equipment operation, printer and scanning protocols, and software applications
- Managed lab security, hours, and daily opening and closing procedures every week
- Designed 5 sticker variations for Westminster's Communication department to advertise at the major fair and recruit first-year students

IKEA, Graphic Design Specialist I, Draper, UT — August 2025 – October 2026

- Generated original creative concepts for 1-5 campaigns/projects per month, translating brand goals into visual solutions
- Partnered with cross-functional departments and external partners to design magazine flyers for the University of Utah and LED VOM motion graphics for the Utah Mammoth, reaching an audience of approximately 40,000 students/alumni and 11,100 hockey fans per game
- Produced and installed 50 vinyl and banner graphics per month, ensuring accurate, on-brand execution from design to install
- Developed design mock-ups for stakeholder review, incorporating feedback to finalize 100% of projects on schedule

Westminster University, Environmental Arts Coordinator, SLC, UT July 2023 – May 2025

- Designed educational illustrations on climate change topics used in campus outreach materials and events
- Organized and planned 10 on-campus sustainability events, achieving a 95% student and faculty attendance rate
- Created social media content for climate advocacy campaigns, growing outreach and engagement
- Built partnerships with 10+ student organizations to expand campus sustainability programming

Utah GovOps, Graphic Design Intern, Taylorsville, UT January 2023 – June 2023

- Created and organized a purchasing catalog used by 22,000 Utah Government employees, streamlining access to procurement materials
- Redesigned the Division of Purchasing promotional and marketing materials, improving visual consistency across department communications
- Maintained full compliance with the Utah GovOps branding guide across all deliverables

ADDITIONAL EXPERIENCE

IKEA, Home Organization & Lighting Sales Coworker, Draper, UT July 2024 – August 2025

- Managed sales floor merchandising and warehouse inventory for approximately 1,000-2,000 products, analyzing sales data to inform restocking and display decisions
- Delivered customer service and product guidance to 50-100 shoppers weekly, supporting department sales goals
- Contributed to IKEA's sustainability initiative and reduced environmental impact by sorting packaging waste and operating cardboard, plastic, and trash balers, recycling 2,000+ lbs of cardboard a day
- Cross-trained across 20 departments to provide flexible floor coverage during peak periods

LEADERSHIP EXPERIENCE

- Trained and buddied with new sales employees at IKEA, teaching them the basics of IKEA's systems, operations, and inventory management
- Digital Media Officer – Future Business Leaders of America & DECA, Herriman High School Chapter
- Placed 8th at Future Business Leaders of America Nationals 2023 for Publication Design and competed in 2022 for Business Ethics
- Placed 1st at Future Farmers of America State 2022 for Agricultural Issues Forum, receiving a Riverton Mayors Recognition Award

TECHNICAL SKILLS

- Adobe Creative Cloud – Illustrator, InDesign, Photoshop, PremierePro, After Effects, Audition
- MS Office – Word, PowerPoint, Teams, Outlook, Excel, Microsoft Planner
- Google Workspaces – Gmail, Drive, Docs, Slides, Forms, Sheets
- Procreate – Proficient in layer blending modes and layer masks
- CapCut – Proficient in transitions and audio levels
- Dark Room Processing – Handling photo chemicals, B&W film developing, dark room prints, cyanotypes
- EPSON InkJet printers
- HP Large-format plotters
- Large-format vinyl cutters
- Figma
- Basic HTML and CSS
- WordPress
- Social Media platforms – Instagram, LinkedIn, Facebook, X