



*Lucia Toledo*

GRAPHIC DESIGNER & ILLUSTRATOR  
LUCIASYDNEYDESIGN@GMAIL.COM

## SKILLS

**ADOBE CREATIVE SUITE**  
VISUAL IDENTITY DESIGN  
**HAND DRAWN + DIGITAL ILLUSTRATION**  
BASIC HTML/CSS  
PRINT PRODUCTION  
ART DIRECTION  
MERCH + PACKAGING  
CLIENT COMMUNICATION  
PROJECT MANAGEMENT  
**SMALL BUSINESS + MUSICIAN BRANDING**  
CREATIVE COLLABORATION  
HOSPITALITY  
PROCREATE, WEBFLOW,  
FIGMA + SQUARESPACE  
POINT OF SALE SYSTEMS

## EDUCATION

**SYRACUSE UNIVERSITY**  
BFA IN COMMUNICATION DESIGN  
Syracuse, NY  
Aug 2017 to May 2021  
- College Democrats  
- VPA Student Ambassador  
- Carrier Dome Concessions

**SYRACUSE UNIVERSITY**  
**FLORENCE**  
STUDY ABROAD  
Florence, Italy  
Spring 2020

**TEMPLE UNIVERSITY**  
TYLER SCHOOL OF ART  
Philadelphia, PA  
Summers of 2014 and 2015  
- Figure Drawing  
- Oil Painting

## EXPERIENCE

**FREELANCE**  
GRAPHIC DESIGN + ILLUSTRATION  
Greater Philadelphia Area  
2017 to Now

**AUDACY**  
SALES ASSISTANT  
Philadelphia, PA  
Sept 2023 to April 2025

**LIVING BEYOND BREAST CANCER**  
EVENT COORDINATOR  
Bala Cynwyd, PA  
Aug 2022 to Dec 2022  
(Short term contract)

**ARCADIA UNIVERSITY**  
DESIGN INTERN  
Glenside, PA  
May 2019 to Aug 2019

**HOSPITALITY**  
RESTAURANTS AND RETAIL  
Philadelphia, PA  
2016 to Now

- Develop cohesive brand identities for small businesses and independent musicians.
- Deliver end-to-end creative services: web design, logos, and print collateral.
- Grow and retain clients through strategic self-promotion and referrals.
- Design visual identities for musicians, including album art, promo materials, and social assets.
- Design brand systems and marketing assets for small businesses across print and digital platforms.
- Supported Account Executives with sales proposals, data research, order entry, invoices, aircheck pulls, and campaign recaps.
- Wrote and edited commercial copy. Collaborated with the Promotions and Brand Managers on graphic design projects- including logos, event signage, digital assets, and marketing collateral.
- Collaborated with event staff to plan and execute the annual fundraising gala.
- Directed photography and presentation of auction items, maintained communication with donors, sponsors, and winners, and managed items.
- Utilized digital tools to streamline operations, support marketing efforts, and assist with post-event follow-up and donor engagement.
- Collaborated with Arcadia University's marketing team to design promotional materials for various campus events and initiatives.
- Created print and digital assets that aligned with brand guidelines, including flyers, posters, social media graphics, and event signage.
- Gained hands-on experience in a fast-paced, deadline-driven environment while contributing to the university's visual identity.
- Delivered exceptional customer experiences in fast-paced café, restaurant, and retail environments.
- Balanced efficiency and hospitality while managing high-volume service and transactions.
- Increased sales through strong product knowledge, personalized recommendations, and upselling.
- Supported seamless front-of-house operations, including guest flow, reservations, and management.
- Maintained polished, organized spaces that enhanced brand presentation.