

# HILLARY LORSCH

## GRAPHIC DESIGNER

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### SUMMARY

Trustworthy, creative, and accomplished artist with a demonstrated enthusiasm and talent for graphic design. Strengths include excellent program design, delegation, and communication. Skilled in:

- Time Management
- Researching and Fact Checking
- Listening and Collaborating
- Adapting to Change
- Problem Solving
- Interviewing
- Facilitating Meetings
- Program Implementation and Training Delivery
- Weebly and Wordpress
- Canva
- Adobe InDesign, Illustrator, Photoshop, Premiere Pro
- All Social Media Platforms

### EDUCATION

**BA Journalism & Media Communication, Minor in Business Administration**  
Colorado State University  
August 2014 – December 2017

**International Association of Yoga Therapists Training Program**  
Scottsdale Community College  
August 2018 – June 2019  
Prema Yoga Institute  
September 2019 – Present

### CERTIFICATIONS

#### EXHALE TO INHALE

14-Hour Trauma-Informed Training

#### PREMA YOGA INSTITUTE

8-Hour Breath Coach Course  
12-Hour Yoga Nidra: Short Form  
50-Hour Functional Anatomy  
50-Hour Yoga for Osteoporosis  
25-Hour Yin Yoga Therapeutics  
25-Hour Functional Anatomy 2  
25-Hour Yoga Therapy for Cardiac Care  
25-Hour Sound Yoga Therapy  
100-Hour Yoga in Healthcare  
100-Hour Therapeutics Essentials  
100-Hour Ayurvedic Yoga Training

#### SCOTTSDALE COMMUNITY COLLEGE

4-Hour Prenatal  
12-Hour Children's Yoga

#### COREPOWER YOGA

200-Hour Power Yoga

### EXPERIENCE

**HILLARY LORSCH DESIGNS, LLC, Phoenix, AZ | September 2015 – Present**  
*Freelance Graphic Designer and Copywriter for Small Businesses, Nonprofits and College Organizations*

Secured 38 clients totaling 78 projects in over 7 years.

- Small Businesses
  - Temple Chai AZ
  - The Sagebrush
  - Everardo Keeme Photography
  - David Shapiro Law PLLC
  - Hebrews Beer Co.
  - Prema Yoga Institute
- Swift Youth Foundation | March 2018 – May 2019
- College Organizations
  - Staff Writer – Idea2Product Lab | Spring 2017 – Fall 2017
  - Teaching Assistant – Online Storytelling and Audience Engagement | Fall 2017
  - Marketing Director, Cofounder – Spoon University at CSU | Fall 2016 – Spring 2017
  - The Odyssey Online | Fall 2015 – Summer 2016
- Projects included website design, newsletters, digital advertising, print ads, online ads, company and brand logos, brochures, website graphics, business cards, t-shirt designs, annual reports, donor letters, and promotional materials. Maximized resources and never exceeded clients' budgets.
- Consulted with clients to conceive new brand standards including colors, fonts, logos, and taglines.
- Collaborated with owners and staff to convey vision, mission, and strategy for all concepts and end products.

**YOGA INSTRUCTOR, New York, NY and Phoenix, AZ | February 2017 – Present**  
*Therapeutic Yoga instructor*

- Promoted and led yoga classes for adults, veterans, young children, and teens.
- Created and implemented new programming for each audience.
  - NYU Langone Health | February 2021 – April 2021
  - Prema Yoga Institute Practical Hours 1 | November 2020 – March 2021
  - Prema Yoga Institute | March 2020 – May 2020
  - Kula for Karma | February 2020 – March 2020
  - Namaste NY | September 2019 – March 2020
  - Jabz Boxing Fitness for Women | November 2018 – March 2019

**CAMP SWIFT, Phoenix, AZ | Fall 2010 – Present**  
*Session Unit Head*

An overnight camp and after school program for economically disadvantaged youth while simultaneously providing teen counselors with opportunities to volunteer and make a real impact.

- Supervised the activities of 16 teen counselors and 64 campers.
- Taught leadership, communication, and life skills to foster positive staff mentor relationships between counselors and campers. Coached counselors during nightly meetings to motivate, support, and inspire them.
- Collaborated with counselors and senior staff to create and deliver educational and entertaining programming for all campers including science experiments, mindfulness activities, and athletic games.
- Evaluated staff and camper behaviors. Discussed and initiated action steps to redirect inappropriate behavior and launched celebrations when expectations were exceeded.
- Rehired every summer because of leadership skills and dedication to organization mission. Promoted three times over 9 summers.

**JEWISH VEG, Remote | July 2021 – March 2022**  
*Media and Community Engagement Manager*

- Planned, wrote, and generated content for external communications (e.g. social media and EDM).
- Designed and ordered merchandise.
- Supported the East Coast Engagement Manager on events and developed relationships with East Coast members 1:1 and local small businesses.

**PRESIDENTIAL KOSHER HOLIDAY, New York, NY | November 2019 – March 2020**  
*Camp Programming Assistant and Support Staff*

- Created and planned camp programming and logistics.