

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 | February 2018 – Present

Freelance Graphic Designer for Small Businesses, Nonprofits, and Religious Organizations

- Secured 38 clients totaling 80 projects in over 5 years.
 - Arizona Lawyers in the Public Interest
 - Everardo Keeme Photography
 - The Pride Tree
 - Swift Youth Foundation | March 2018 – Present
 - Prema Yoga Institute
 - David Shapiro Law PLLC
 - Temple Chai AZ
- Projects included company and brand logos, brochures, website graphics, business cards, t-shirt designs, annual reports, website design, newsletters, digital advertising, print ads, and promotional materials.
- Maximize 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.
- Liaised with printers on behalf of client to execute final products.
- Designed custom Hillary Lorsch Designs apparel and merchandise.

SWIFT YOUTH FOUNDATION, Phoenix, AZ | Fall 2010 – Present

Young Professional Board Member

Swift Youth Foundation empowers children, teens, and young adults to reach their highest potential through fun enriching programs and positive mentoring relationships. Over the last 13 years, I served Swift as a Camp Counselor, Teen Leadership Board Member, Camp Support Staff Member, Camp Unit Head, Camp Program Director, Graphic Designer, and currently as a Young Professional Board Member.

- Support Swift Youth Foundations mission and vision.
- Attend monthly board meetings in person or virtually.
- Lead and participate in committees.
- Engage new donors and fundraising opportunities.
- Attend events, fundraisers, and programs.
- Design new Swift collateral such as brochures, posters, flyers, annual report, and sponsorship packets.

YOGA INSTRUCTOR, New York, NY and Phoenix, AZ | February 2017 – July 2022

Therapeutic Yoga instructor

- Developed and facilitated yoga classes for adults, veterans, young children, and teens.
- Specialized in yoga for osteoporosis, Yoga Nidra and breath coaching for therapeutic purposes.
 - 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

JEWISH VEG, Remote | July 2021 – March 2022

Media and Community Engagement Manager

- Developed and executed content for external communications (e.g. social media and EDM) that increased engagement and drove donations.
- Created and managed merchandise, generating additional income.
- Built and nurtured relationships with East Coast members and local small businesses.
- Developed and implemented strategies and initiatives to attract and retain donors and sponsors.

PRESIDENTIAL KOSHER HOLIDAY, New York, NY | November 2019 – March 2020

Camp Programming Assistant and Support Staff

- Developed and executed camp programming for PKH in Scottsdale, AZ, including hiring and procuring contracts for youth activities and entertainment.
- Utilized and cataloged games and products for the Scottsdale, AZ and Mayakoba, Mexico youth camps.
- Program was canceled due to the pandemic and has since gone out of business.