



www.lilyfu.com

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EDUCATION

VCU Brandcenter

May 2016 | M.S. in Business/Branding: Art Direction
The Richmond Show Student Winner

The University of North Carolina at Chapel Hill

May 2013 | B.A. in Advertising; B.A. in Studio Art
NCAA Varsity Fencing Team Captain
Carolina Leadership Academy
Graduated Cum Laude

EXPERIENCE

Pereira & O'Dell New York, NY

Art Director | June 2016 - Present

+ Clients: Realtor.com, The Radio City Rockettes,
Memorial Sloan Kettering Cancer Hospital and Fox Sports

KBS+ New York, NY

Art Direction Intern | June - Aug. 2015

+ Client: BMW

Thuzio New York, NY

Marketing Producer | Sept. 2013 - Mar. 2014

+ Helped garner \$500K+ in revenue in three months

McKinney Durham, NC

Interactive Production Intern | Jan. - April 2013

Heelprint Communications Chapel Hill, NC

Senior Designer | Aug. 2012 - May 2013

SKILLS

Design | Illustration | Animation | Photography
Branding | Web UX & UI Design | Basic HTML5 & CSS
Video Editing | Interactive Production | Social Strategy

TOOLS

Photoshop | Illustrator | InDesign
Final Cut Pro X | Cinema 4D | After Effects

INTERESTS

Board Games | Scuba Diving | Sketching
Globetrotting | Live Streaming | Cheese Plates