

# LYSISTRATA KARCH-COAR

## CONTACT

Lysistrata Karch-Coar (*she/they*)

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## WORK EXPERIENCE

ART DIRECTION/DESIGN/MARKETING × VNYL 2019—present

- × Overseeing and designing monthly advertising and marketing collateral, including print materials, digital assets, and copywriting for campaigns (social posts, e-blasts, web ads), helping membership quadruple in 2020.
- × Managing freelance hires; setting up templates and asset libraries for general team use.
- × Seasonal asset revamps that combine brand voice and current/predicted trend research.
- × Collaborating and communicating remotely via Slack, Notion, and Trello.

FREELANCE ILLUSTRATION × AIGA 2018/2019

- × Designed, illustrated, and wrote copy for a visitor's guide and map that was distributed to 1,600+ industry professionals at the AIGA Design Conference in Pasadena, CA.
- × Organized data, collaborated on itineraries and content with AIGA board members.

FREELANCE DESIGN × *Spirit of Harmony Foundation* 2018

- × Selected fan quotes and designed the book *Couldn't We Just Tell You? 70 Things We Love About Todd Rundgren* to celebrate the 1970s musician's 70th birthday.
- × Created logo, dingbat, postcards, and 1" pins for promotional collateral.

TEACHING ASSISTANCE × *ArtCenter College of Design* 2017

- × Edited and provided revision support for students' written work.
- × Took class notes for reference and organized completed work for archives.

## PUBLICATIONS

EDITOR IN CHIEF × *Hungry Valley* 2017

- × Developed and assigned themed writing prompts; copyedited select works for publication.

TYPOGRAPHER & DESIGNER × *Fervors* 2016

ART DIRECTOR, DESIGNER, & ASST. EDITOR × *An Arrangement* 2017

- × Contributed layouts, typography, writing, illustration, multi-media images.
- × Served as intermediary between contributors, design team, and editor to determine assignments, negotiate priorities, allocate budget, establish aesthetic.

## ADDITIONAL EXPERIENCE / AFFILIATIONS

OUTREACH VOLUNTEER × *JusticeLA* 2020—present

(REMOTE) SANGHA MEMBER × *Portland Rose City Rebel Dharma* 2015—present

VOLUNTEER STAFF × *Inward Bound Mindfulness Education (iBME)* 2012 / 2013

- × Co-facilitated daily breakout group and occasional drawing workshop on week-long residential mindfulness retreats for teens in Ojai, CA.

## ON THE WEB

[WWW.LYSISTRATA.XYZ](http://WWW.LYSISTRATA.XYZ) | [IG:@LYSISTRATA.XYZ](https://www.instagram.com/lysistrata.xyz)

## EDUCATION

BFA IN ILLUSTRATION

WITH HONORS, 2018

*ArtCenter College of Design*  
Pasadena, CA

## SKILLS

Art Direction  
Graphic Design  
Branding  
Marketing  
Copywriting  
Illustration  
Lettering  
Typography  
Publication Design

## TOOLS

Adobe Creative Suite:  
*Photoshop, Illustrator,*  
*InDesign, CreativeCloud*  
Procreate  
Mailchimp  
Notion  
Google Suite:  
*Docs, Sheets, Drive*  
Microsoft Office  
Hootsuite  
Basecamp

## RECOGNITION

*American Illustration*  
2020

Provost's List &  
Merit Scholarship  
2014—2018  
*ArtCenter College of Design*  
Pasadena, CA

