



Lili Tuggle-Weir

Lead Graphic Designer/Creative Director

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Flagler Beach, FL

SUMMARY

Innovative Senior Graphic Designer and Creative Team Lead with over 15 years of experience in visual storytelling and branding. Expertise in developing engaging campaigns for mission-driven organizations, transforming complex messages into accessible visuals. Proven ability to collaborate effectively, creating impactful narratives that resonate across local, regional, and national platforms.

Professional Experience

Sr. Graphic Designer & Art Director

Advocate Health Advisors
Mar 2022 to Current

- Designed and launched three mobile apps (MyAdvoStory, Vetecare, and Brand Central Station), improving accessibility to health, Veteran and special needs resources.
- Led the development of 1500+ digital & print projects supporting healthcare access, elder care, and advocacy initiatives.
- Spearheaded AI integration into marketing materials, including AI Stock Imagery Library and internal Advocate AI teacher, enhancing field agent education and ensuring brand consistency.
- Created new brand identity in 90 days, securing trademark recognition and reinforcing trust in advocacy messaging.
- Introduced new creative strategies and industry trends, ensuring that marketing materials remain innovative and compelling on a nationwide and corporate level.
- Implemented project management tools (Monday.com, Brand Central Station), streamlining workflows and fostering cross-functional collaboration.
- Mentored junior designers, developing a structured mentorship program to strengthen team skills and efficiency.

Multimedia Communications Manager & Lead Graphic Artist

Flagler County Government
Mar 2015 to Mar 2022

- Oversaw multimedia campaigns across TV, radio, social media, and editorial platforms to increase community awareness of government programs and services.
- Designed and produced a range of digital, print, and social media assets, including brochures, displays, and website features, adhering to design principles that promoted accessibility and inclusivity.
- Played a key role in a 30% redesign of the county's website to improve public access to resources and services.
- Updated and enforced brand SOPs and template guidelines, ensuring consistency in County visual communications.
- Managed press release distribution and media relations, building strong local partnerships that increased visibility for county events and initiatives.
- Analyzed market trends to inform communication strategies, positioning Flagler County Government's messaging to connect with the local community.

Senior Graphic Designer

Flagler Beach, FL
Independent Contractor
Dec 2017 to Dec 2019

- Directed creative vision and design for advocacy campaigns, creating visuals and narratives that resonated with clients addressing environmental, social justice, and public health issues.
- Created digital assets and branding materials that simplified complex issues, effectively translating key messages into visually engaging content.
- Crafted cohesive brand identities for grassroots initiatives, enhancing awareness and engagement among target audiences.

Creative Consultant & Lead Designer

Porcelain Girl Studios
Dec 2014 to Dec 2017

- Founded Porcelain Girl Studios to deliver impactful design solutions for community organizations and non-profits.
- Created logos, websites, social media graphics, and promotional materials to strengthen clients' brand identities.
- Collaborated with clients to refine messaging and ensure brand alignment, producing designs that resonated with target audiences.

Education

MA: Graphic Design / Creative Advertising

Edinburgh Napier University, Scotland
Jan 2015

BFA: Photography & Digital Imaging

Ringling College of Art & Design
Jan 2006

Skills

- Art direction
- Digital & AR design
- Brand development
- Brand strategy
- Visual communication
- Layout design
- Print design
- Web design
- Adobe Suite
- RunwayAI capabilities
- Project management
- Workflow optimization
- Leadership skills
- Cross-functional teamwork
- Creative planning
- Creative thinking
- Communication skills
- Social media strategy

Certification

- University of North Florida, AI for Work and Life Cert.
 - 09/01/25, Present
- LinkedIn Education, Generative AI Skills for Creative Content,
 - 11/30/23
- LinkedIn Education, Figma Essential Training,
 - 12/31/23
- LinkedIn Education, Multimedia Social Activism,
 - 11/30/23
- LinkedIn Education, Project Management for Creative Projects,
 - 12/31/22
- FEMA, Communicating Effectively in An Emergency Certification,
 - 03/31/20
- LinkedIn Education, Generative AI Practices for Digital Marketers
 - 09/30/23

Links

- LinkedIn Profile, <http://www.linkedin.com/in/ltweir>
- Portfolio: <http://www.theporcelainstudio.com/>