

Lydia Knopp

CREATIVE DIRECTOR

// CONTACT

3130 S. 7th Street
Kansas City, KS 66103
913.963.1128
lydknopp@gmail.com
www.lydknopp.com

// PROFESSIONAL STATEMENT

I am a driven, creative-minded team player, who values the power of design-thinking to solve problems. I am excited at the opportunity to combine skills in media production, project management, and team building to help create accessible learning opportunities for all.

// EDUCATION

BFA, Graphic Design &
Curatorial Studies // 2015
Moore College of Art //
3.84 GPA, Philadelphia, PA

*Cum Laude, Student
Ambassador, Writing
Assistant, Judiciary
Board Member, Student
Government Vice-
President, Elected Alumni
Board Representative*

Kansas Leadership Center
// 2018

Digital Mural Lab Fellow
// 2014, The Social and
Public Art Resource Center
// Venice, CA

// WORK EXPERIENCE

Creative Director // Tico Productions, LLC // July 2015 - Present

Attained and directed over 30+ multilingual client accounts and creative campaigns, retaining clients at 98% rate. Administrative duties include public relations & marketing strategy, media buying, and management of 8 employees. Creative responsibilities include branding, front-end web development, script-writing, animation, video production, graphic design, & photography.

Client accounts include: SchoolSmart Kansas City, Kansas City Area
Transportation Authority, Kansas City Kansas Community College

Freelance Designer // September 2013 - Present

Clientele include: New York Journal of Books, Kansas State School for the
Blind, Wyandotte High School, Music Monkey Jungle

// LEADERSHIP

Community Muralist + Curator // April 2018 - Present

I co-wrote and earned a \$6,000 grant to create and curate a participatory community mural, working with 6 local artists and 200 volunteers to complete 800 feet of mural and beautify a blighted plot of land in Rosedale, KCK. Mural content featured native histories of the area, and oral histories shared by residents.

Board Member

President // City in Motion Dance Theater // January 2019 - Present
KCK Forward Young Professionals // September 2017 - Present
Friends of the River Kansas City // October 2017 - January 2019
Street Medicine Kansas City // January 2016 - March 2018

// SKILLS

CREATIVE STRATEGY
RESEARCH & TRAINING
TEAM MANAGEMENT
DESIGN THINKING

ADOBE CREATIVE SUITE
GRAPHIC DESIGN
VIDEOGRAPHY
PHOTOGRAPHY
DIGITAL EMBROIDERY
LASER CUTTING