

Skylar Harp

Designer + Art Director

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Multidisciplinary designer with 5+ years of experience across brand identity, graphic design, production design, and creative direction. Skilled at translating ideas into clear and cohesive visual worlds across digital and physical spaces. Passionate about building visually compelling projects and bringing underrepresented stories to light.

Experience

Program and Marketing Manager | Lotus Family Services LLC

Feb 2025-Oct 2026

- Grew company's Instagram following by 215% in one year under my management.
- Designed company website, promotional graphics for print and web, and maintained social media channels.

Art Director | Film Production Coalition (FPC), Freelance

May 2024-Present

- Lead artistic development and creative direction from pre to post production, translating narrative concepts into cohesive visual environments for 15+ projects, including short films, music videos, and cinematography reels.
- Manage production design planning, budgeting, and production execution while collaborating across departments to maintain consistency and execute the team's vision/mission under production constraints.

Contract Graphic Designer | EyeCandy Film Journal

Jan-Mar 2026

- Designed layout and vector graphics to accompany editorial content in Eyecandy Film Journal Magazine.
- Collaborated with copywriters to translate editorial concepts and ideas into visual assets.

Digital Marketing Intern | DeveloperDB/CruiterAi LLC

Jun-Sep 2023

- Contributed to rebrand through logo development, visual identity, and website mock-ups.
- Translated data and in-house recruiting methods into digital assets and presentation-ready mockups.

Promotional Manager | San Leandro Academy of Multimedia, San Leandro High Theatre

Sep 2020- Jun 2022

- Designed promotional graphics for social media and digital billboards.
- Planned, developed, and produced an end-of-year event that has since been continued annually.

Education

B.A. Film & Digital Media

B.A Creative Technologies

3.85 GPA, honors in both majors

University of California Santa Cruz | 2026

Certification

Figma for UX/UI design | Great Learning 2026

Design

Art Direction · Brand Identity · Graphic Design · Logos · Packaging ·

Production Design · Web Design · Social Media Content Creation ·

Email Marketing · Pitch Decks · Mood boards · Campaign Development

Software

Adobe Illustrator · Photoshop · Indesign · Premiere Pro · CapCut ·

Lightroom · Final Cut Pro · Figma · Google Workspace · Canva ·

Microsoft Office