

SUMMARY

Art Director with a passion for clean, sophisticated, corporate design with a clear understanding of branding. I've designed for B2C, B2B and non-profit organizations including Industrial, Healthcare, Higher Education, Financial, Technology, Trade Associations, Political, etc. Concept to production expertise in print, branding, web and marketing. My multitasking skills are key to working on 5-8 projects at a time. Organization, planning and meeting deadlines are elements of my working habits. I have excellent communications skills and can easily explain complex ideas to contractors, clients and internal staff. I'm passionate about problem solving to reach impactful communications solutions for my clients.

TECHNICAL & SOFTSKILLS

Adobe Creative Suite (Indesign, Illustrator, Photoshop, Acrobat) (Expert-Advanced) • Dreamweaver (Intermediate) • Microsoft Office (Advanced) • HTML (Basic) • Mac and PC platforms • Outstanding research, problem solving, verbal communication and organization skills

EXPERIENCE

Lauren3g Design October 2000-Current

Creative Consultant, Chicago, IL

Concepted, art directed and designed brochures, trade show booklets, logos, stationery, standards manual, proposals, posters, sell sheets, web sites, e-mail blasts, animated banners, Power Point decks, charts & graphs, direct mail and other collateral for B2B, B2C and Nonprofit clients. Managed and directed outside illustrators. Most projects completed from concept to production.

Clients

American Cancer Society (2013) • Compass Media • (2013) Metastatic Breast Cancer Council (2013) Abbott (Elite Communications) (2013) • Huron Consulting (2012) • North American Wholesale Lumber Association (2012) • Double Take (2012) • United Stationers (2008) • Toyota Park (2008) • Nology (2008) Elevated Campaigns • Red Orchestra (2006) JPMorgan Chase (2006) • c|change Inc (2005)

American Cancer Society Manpower Contract and volunteer April 2012-Current

Graphic Consultant , Event Team Recruiter, Team Walk Leader, Reach to Recovery Mentor Chicago, IL

Designed Power Point, event notices and event gift insert for MSABC event. Recruited participants for the Chicago Strides Against Breast Cancer Walk. Outreach to business and corporate prospects including cold calling, prospecting new contacts and database management. Also involved with relationship building, mentoring/coaching for fund-raising teams as well as on the planning committee and other event duties.

Killian & Company July 2008-January 2010

Art Director, Chicago, IL

Concepted, art directed and designed brochures, identity, stationery, web sites, e-mail blasts and other collateral for both B2C and B2B clients as part of a team. Projects were executed from start to finish (including production).

- Directed and mentored interns and Jr. Staff.
- Designed and instituted brand standards for all proposals, quotes, creative briefs and other Killian documents needed for client communications. This included creating MS Word templates for account managers.

Clients

Peapod • Travis-Pedersen & Associates • St. Francis Xavier School • Grippio & Elden LLC • The Diemasters • Strategic Philanthropy • Hill & Valley • Bounce Logistics • New Home Star • Hermitage Arts • National Student Leadership Conference

DePaul University January 2007-October 2007

Graphic Designer 2, Chicago, IL

Concepted, art directed and designed brochures, booklets, web sites, banners, invitations, direct mail and other collateral. This included the Blue Fusion logo and standards manual for DePaul's in-house design studio. All projects were a collaboration with account managers, developers and in-house clients.

- Consulted with clients to achieve smarter design solutions. This collaboration resulted in both stronger communications and elevated design aesthetic.
- Successfully met all client deadlines

c|change inc.

February 2005-April 2006

Art Director, Chicago, IL

Designed B2B collateral for fortune 500 clients, non profit and professional associations. Projects included brochures, identity, newsletters, stationery, ads, web & environmental banners, packaging and other promotional items. Collaborated staff and clients to execute projects from start to finish (including production.)

Clients

Accenture • Alzheimer's Association • Chicago Dryer • RILA (Retail Industry Leaders Assoc.) • flowerpetal.com

The Second City

June 2004-January 2005

Graphic Design Intern, Chicago, IL

Designed print ads, transit ads, playbills, posters, corporate stationery. Assisted the Art Director with concept generation and image sourcing. Posters design was sold in The Second City Gift shop.

Midway Games

January 1997-October 2000

Video Game Designer / Graphic Designer, Chicago, IL

Designed and developed computer-based game concepts, user interfaces, and digital artwork for Touchmaster Game system. Generated innovative, interactive computer games that appeal to women, children. One of my game concepts is patented. US Patent 628797

Milton Bradley

December 1992-April 1996

Senior Product Developer, E. Longmeadow, MA

As a member of a product development team, I leveraged my skills in sketching, 3-D form making and computer imaging (Mac) to create licensed and unlicensed games and activity toys for cardboard, plastic and mechanized products. Licensed companies included Disney, Nickelodeon, Scholastic, Nirvana

TEACHING

Columbia College

September 2005-2007

Adjunct Instructor, Package Design & Introduction to Graphic Design

Taught and designed assignments for both advanced and introduction level classes. Topics included: design, marketing, branding, software, production, printing and presentation prototyping as it relates to the graphic design and packaging industry. This includes problem solving for 2-D and 3-D surfaces.

EDUCATION

2nd Bachelor of Fine Arts (June 2005)

Graphic Design, Columbia College, Chicago, IL

Bachelor of Fine Arts

Sculpture, The School of The Art Institute, Chicago, IL

Certificate

Web Designer Program, School of Computer Science, DePaul University, Chicago, IL

MEMBERSHIPS

AIGA (Chicago Chapter) • Adobe InDesign Users Group • Chicago Interactive Design & Development Meet Up Group

AWARDS &
PUBLICATIONS

Contributor to [CAFFEINE FOR THE CREATIVE MIND, 250 Exercises To Wake UP Your Brain](#), by Stefan Mamaw & Wendy Lee Oldfield, HOW Books (October 2, 2006) ISBN 1581808674

Nominated to participate in the Hokin Center 12th Honors Exhibition, 2004, Columbia College

Winner of Best Graphic Site, June 2001, Sitecritique.com

PHILANTHROPY

American Cancer Society:

2012 Strides planning committee & walk team leader.

- Organized, recruited and lead a team total of 25 survivors and family that raised over \$13,400. I individually raised \$3,410 using tools such as Facebook, Twitter, Pinterest as well as more traditional contact methods (email, telephone). I was one of 16 individuals to reach pacesetter status at this event (raise over \$2K.) Our team was the only non-corporate team to reach over \$10K at this event.
- Secured donation of photo booth rental (including delivery and set up) and 100 cupcakes for the 2012 event.
- Set up the day before and day of the Strides
- Handed out flyers at several venues.
- Posted signs in neighborhoods promoting Strides.
- Created personal team business card for recruitment
- Distributed team T-shirts at several venues
- Spoke at Judy Baar Topinka's (Treasurer of Illinois) press conference 2012
- Interviewed on WTMX: Mix Matters radio show:
<http://alturl.com/y59te> (My part starts 1/3 of the way through)
- Presented with ACS at KMPG to help recruit team members
- Interviewed on ABC 7: early morning Chicago news: <http://alturl.com/5h8m6>
- Presented on stage at the 2012 Strides Against Breast Cancer event in Chicago.

American Cancer Society:

2013 Strides planning committee, Chair of survivor tent & walk team leader.

- Organized, recruited and lead my team once again. I reached pacesetter status (2nd year). My team is a Pink Club member and is one of the top 10 fundraising teams 2 years in a row.
- Secured donation of 2 photo booths (including delivery and set up)
- Posted signs in neighborhoods promoting Strides.
- One of 3 guest speakers at the 2013 Making Strides Against Breast Cancer kick off breakfast as a previous pacesetter (someone who has raised at least \$2,500) and team leader.
- Spoke at Judy Baar Topinka's (Treasurer of Illinois) press conference 2013

Additional Volunteer work

- Current Reach to Recovery Volunteer for ACS (current)
- Imerman Angel mentor (current)
- Imerman Angel Sweet Treat Volunteer (current)
- Set up and handed out water/Gateraid at the 2012 Women's half marathon (ACS)
- Redesigned logo for the Metastatic Breast Cancer Council (completed Sept 2013)
- Designed logo for Metastatic Breast Cancer Awareness Day (Oct. 13)
- Interviewed by the Sun Times (March 2013) about volunteering for ACS <http://alturl.com/wyzua>