



LAUREN
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EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY (ROCHESTER, NY)

NEW MEDIA DESIGN BFA

Graduated May 2016 | Summa Cum Laude

Cumulative GPA: 3.88

RIT PRESIDENTIAL SCHOLARSHIP | 2012 - 2016

RIT DEAN'S LIST | 2012 - 2016

EXPERIENCE

SHURTECH BRANDS, LLC

PRODUCT & GRAPHIC DESIGNER (CO-OP)

SUMMER 2014 & 2015

Product & graphic designer for the Color Duck Tape Brand. Performed design research, created 6 Color Duck Tape patterns (in stores now), shelf liner patterns (in stores later this year), new product packaging for the Duck Tape Accessories line (in stores later this year), retail store signage and product mock-ups. Participated in client meetings and met with buyers from Michael's, JoAnn's & Walmart. Collaborated with other designers and worked on other product lines (Home & Office, Shelf Liner). Prioritized projects and meet daily and weekly deadlines. Designed infographics that were used in client presentations to promote products and boost sales.

FREELANCE (FALL 2014 - PRESENT)

Created graphics and signage for the 2015 Duck Tape Festival. Designed logos, promotional materials and branding elements for other clients.

TEEN LEADERSHIP CORPS

FREELANCE DESIGNER

SUMMER 2013, WINTER 2013/14

Created logos and promotional materials for this non-profit's group events at Progressive Field and Cedar Point.

ACTIVITIES

PROJECT M | FINALIST

Shooting, editing, motion graphics and post-production for a video to raise awareness on the issue of hunger affecting residents of Rochester, New York.

SKILLS

USER CENTERED | INTERACTIVE

User Interface (UI)
User Experience (UX)
Workflow Design
Information Architecture (IA)
User Research & Personas
Use Cases
Competitive Analysis
Hi - Fi & Low - Fi Wireframes
Drawing | Rendering
Interaction Modeling
Mobile | Tablet Design
Animated Prototypes

GRAPHIC

Typography
Icon & Logo Design
Information Design
Wayfinding
Packaging & Product Design
Design Research

WEB

Website design
Responsive Websites
Understanding of HTML5,
CSS and basic JavaScript

MOTION

Animation
Motion Graphics
Shooting Video
Video editing, post production

CALLIGRAPHY | ILLUSTRATION

Copperplate Calligraphy
Italic Calligraphy
Black Letter Calligraphy
Hand-lettering
Digital Illustration
Hand-drawn Illustration