



Lauren Elliott
Designer
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Experience

Freelance Interactive Designer @ Wunderman DC (Merck account)

Washington, D.C. | 08/2017–Present

- Leading mobile redesign for BELSOMRA.com
- Designing a digital portal (web and mobile) to guide prospective and current patients struggling with sleep to the resources they need
- Designing and illustrating unbranded social assets to drive insomnia awareness and education

Product Designer @ Wayfair (App and Messaging team)

Boston, MA | 02/2016–08/2017

- Led UI in an agile, mobile-first, user-centric environment, designing core features such as View in Room and Messaging (iOS, Android, mobile Web and some desktop), as well marketing assets (app screenshots and banners)
- Worked intensely with developers to implement a pattern library, redesign, and style mapping across the Wayfair, AllModern and Joss & Main apps
- Created animations and functional prototypes to illustrate interactions daily
- Collaborated with developers and PMs to complete competitive research, user testing, user flows, white boarding, wireframes, QA and more
- Digested data regularly to iterate and deliver features driven by our users

Digital Production Designer @ Stanley Black & Decker

Towson, MD | 11/2015–01/2016

- Designed digital assets including banners, emails and social graphics

Art Director @ Marcus Graham Project

Dallas, TX | 06–08/2015

- Conceptualized creative advertising and marketing for clients such as PepsiCo, Beats by Dre and User's New Look Foundation

Creative Design E-commerce Intern @ Under Armour

Baltimore, MD | 02–05/2015

- Designed digital assets, conducted competitive analyses and assisted with art direction and styling for studio shoots (on and off-figure)

Art Director @ Vox Magazine

Columbia, MO | 05–12/2014

- Art directed print and iPad issues while ensuring accurate and consistent style across platforms, cohesive story packaging, timeliness and delivery to printer

Designer Relations @ Harlem's Fashion Row

New York, NY | 06/2012–02/2013

- Assisted CEO with the coordination and execution of fashion presentations by managing deadlines, vendors, venues and featured designers

Design Intern @ Tracy Reese

New York, NY | 11/2012–02/2013

- Assisted with sourcing, seasonal line sheets, factory cutting tickets, sample tracking and the Fall 2013 Ready-to-Wear show

Education

MA Journalism 2017 (expected)

University of Missouri
Thurgood Marshall Fellow
3.94 GPA

BS Apparel Design 2011

Cornell University
Tradition Fellow
3.57 GPA

Activities

Creative Mornings Boston

[Keynote speaker on "Mystery"](#) | 2017

National Association of Black Journalists

National Member | 2013–2016

Society of News Design Digital Boot Camp

Participant | 2014

Columbia Startup Weekend

Participant | 2014

Student Multimedia Project (NABJ National Convention)

Designer | 2014

Sports Journalism Institute Workshop

Newsletter Designer | 2014

NABJ Alé Chapter Member (University of Missouri)

Member | 2013–2014

Skills and Passions

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, InVision App, basic HTML and CSS

Family, faith, film, music, beauty/lifestyle vlogs, style, interior design, wine and charcuterie