



Lauren Elliott  
Designer  
loelle8@gmail.com  
410.207.3776  
[loelleslookbook.com](http://loelleslookbook.com)

## Experience

### Product Designer @ MailChimp

Atlanta, GA | 03/2018–Present

- Designing features for MailChimp, the world's leading marketing automation platform, specifically for the mobile platform

### Freelance Interactive Designer @ Wunderman DC (Merck account)

Washington, D.C. | 08/2017–02/2018

- 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

## Education

### MA Journalism 2017 (expected)

University of Missouri  
Thurgood Marshall Fellow  
Washington Program Participant  
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 (NABJ)

National Member | 2013–2016

### Society of News Design Digital Boot Camp

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