



Lauren Elliott
Designer
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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, interiors, podcasts, wine and charcuterie