

LAUREN ATHERTON

I am an art director and designer who thrives on creative challenges and maintains attention to detail even under strict deadlines. While

I value opportunities to work with others to take simple ideas and turn them into innovative solutions, I also excel in solitary brainstorming and project management. I'm proficient in creative strategy for healthcare, retail and technology markets, including: print, social media, web and interactive design.

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3014 S. Ursula Circle #302
Aurora, CO 80014

LaurenNicoleCreative.com

EXPERIENCE

Freelance Art Director and Graphic Designer: December 2014 – Present

Specialties include branding and logo development; display, social, and web design; brand guideline layout and management; as well as infographic design and illustration.

Art Director, DISH Network: February 2016 – March 2017

Lead art director and designer for branding, print, and strategic initiatives. Manage a multi-disciplined team of designers, copywriters and production artists, while also developing client relationships and maintain inter-departmental processes.

Senior Visual Designer, Wayin: March 2014 – December 2014

Lead designer responsible for creative strategy and execution to reposition the Wayin brand in a commoditized category.

Art Director, DBA Worldwide: August 2012 – March 2014

Proposed, developed and executed creative strategies for collateral, print, television, social media, web and interactive platforms; with experience presenting concepts for client review.

Junior Art Director, DBA Worldwide: February 2011 – August 2012

BRAND EXPERIENCE

Agency: Cactus, DBA Worldwide, Marsch Creative, Paper Laundry, Schoening Digital, Veritas Matters

Education: Spring Arbor University, University of California Berkeley

Health Care: Cincinnati Children's Hospital Medical Center, Eating Recovery Center, Henry Ford Health System, Pacific Dental Services, Preferred Medical Products, Valley Health Plan

Non-Profit: Family Life, Hannah's Hands of Hope, MeadowBrook Hall, MomLife Today, NHIM Apparel, Winshape Foundation

Real Estate: Forum Real Estate Group, Hunt Companies, The Seth Jenson Team

Retail: Chick-fil-A, DISH, Elizabeth Rawls Illustration, FOX Auto Group, Gaia, Hula Bedding Co., Hungry Howie's Pizza, ML Furs, Pure Barre, RVR Collective, Silk

Technology: Blue Fire Manufacturing, First Data, Gloo, JAB Broadband, Wayin

EDUCATION

Spring Arbor University

Bachelor of Fine Art in Art, Concentration in Graphic Design · Magna Cum Laude

NOTABLE ACCOMPLISHMENTS

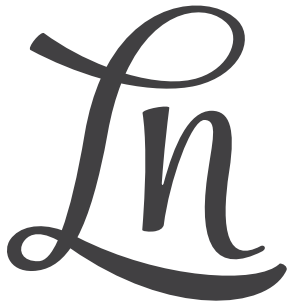
Graphic Design American Inhouse Design Award Certificates

2016 · DISH PAW Corporate Rebrand

2015 · DISH Food Drive Poster and Puppy Day Digital Campaign

The D Show Nomination

2012 · Chick-fil-A Military Appreciation Night In-store Event Kit, DBA Worldwide



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REFERENCES

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Ryan Poquette

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Krystle Lilliestierna

Senior Art Director · Leo Burnett, Detroit
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