

laurenjordan.

HELLO

I'm Lauren and I am a strategic marketing graphic designer.



DESIGN EXPERIENCE

NORTHEASTERN ILLINOIS UNIVERSITY — 2017 TO CURRENT

Senior Graphic Designer, Division of Marketing & Communications

Print + Web Design + Animation

Work as the senior designer includes leading the creative for recruitment based materials such as viewbooks, direct mail, brochures, digital ads, traditional advertising, animation, microsites and landing pages. I am also responsible for brand management across the university, and assisting in art direction for photoshoots, videography and other creative materials.

Highlights: Leading the creative on university rebranding: Break Barriers, introducing animation in video and digital advertising, launching and managing a branded template platform, and redesign of the university mascot.

PIVOT POINT INTERNATIONAL — 2017

Graphic Designer, Marketing

Print + Digital Design

Work as the graphic designer includes leading the creative on large scale brochures, layouts, flyers, sell sheets, powerpoint presentations, and animated gifs.

Highlights: Redesigning the annual viewbook and helping to launch the new barbering school recruitment materials and textbook.

NORTHEASTERN ILLINOIS UNIVERSITY — 2012 TO 2017

Graphic Designer, Marketing & Web Communications

Print + Web Design

Work as the lead designer includes working with the Creative Director to lead the creative for recruitment based materials such as viewbooks, direct mail, brochures, digital ads, traditional advertising, microsites and landing pages. I also assist in leading the creative for donor based materials such as magazines, annual reports, and events.

Highlights: Assisting in launching print materials for the university's \$10 million fundraising campaign, and website design overhaul for the homepage and admissions microsite

FREELANCE EXPERIENCE — 2011 TO CURRENT

Graphic Designer

Print + Web Design

Work includes designing with a variety of clients for logos, stationery, invitations, etc.

Highlights: Print materials for The Branch Community Church, white paper design for various clients through G3 Communications and website design for various clients with Creative Powers Inc.

GENERATION BRANDS — 2011 TO 2012

Graphic Designer

Print + Web Design

Work as the graphic designer includes catalogue photo retouching and design, creating ads, and introducing an ipad compatible website design.

Highlights: Launching 3 annual 500+ page catalogs.

BLUEPRINT DESIGN STUDIO — 2009 TO 2011

Lead Graphic Designer

Print + Web Design

Work as lead designer includes leading the creative for clients in various industries around the country. Projects include logo, package, menu and website design.

Highlights: Leading design for major clients such as the Chicago Tribune, Colonial Cafe, Giordanos and Subway.



I DESIGN WITH

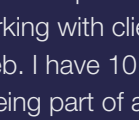


SKILL SET

Print Design + Web Design + Animation + Art Direction

I am proficient in Photoshop, Illustrator, InDesign and After Effects, and I have dabbled in Xd and Figma. I am a fast learner and willing to learn how to design in new platforms when applicable.

I have agency and in-house experience. My agency experience includes working with clients to create custom designs for print and web. I have 10 years of higher education experience being part of an in-house marketing team. I have had the opportunity to be part of a creative team delivering materials for a major fundraising campaign and developing a new brand in creative and messaging.



WHERE I STUDIED

NORTHEASTERN ILLINOIS UNIVERSITY — 2013 TO 2015

Master of Arts in Communication, Media and Theatre

COLUMBIA COLLEGE CHICAGO — 2007 TO 2009

Bachelor of Fine Arts in Graphic Design

TRITON COMMUNITY COLLEGE — 2005 TO 2007

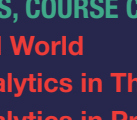
Associate in Arts

UNIVERSITY OF ILLINOIS, COURSE CERTIFICATES — 2017

Marketing in a Digital World

Digital Marketing Analytics in Theory

Digital Marketing Analytics in Practice



LET'S CONNECT

CONTACT ME

lmjdesignco@gmail.com

(773) 655-3844

VIEW MY WORK

designerlauren.com

dribbble.com/lauren