



LAUREN VAUGHAN
DESIGN * ART DIRECTION

Contact

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Work Experience

Senior Designer | Carter Design | DENVER, CO.

NOVEMBER 2014—PRESENT

Concepted and executed strategic social content, UX and UI, print, POP, and packaging deliverables for B2C and healthcare clients. Responsible for maintaining direct, consistent communication with clients.

Designer + Production Artist | Scout Marketing | ATLANTA, GA.

JUNE 2013—SEPTEMBER 2014

B2C Advertising, brand identity systems, collateral, packaging design, POP, interactive, UX/UI design. Concepted and executed strategic social content and production for a high volume of work for national accounts Seapak Foods, FarmRich Foods, Carvel Icecream, Delta Community Credit Union, In-house design and new business pitch development. Strong photo retouching and compositing skills. Asset management. Storyboard development for Photo and video shoots. Served as Assistant AD for product and lifestyle shoots (in-studio and on-location.) Communicated brand strategies, guiding work product and supporting their growth and development. Effectively contributed to brainstorming and reviews with both design and non-design team members. Innovated on established processes to constantly improve the speed and efficiency of workflow for growing/evolving business needs.

Freelance Design + Art Direction

Vast Solutions | 2011—PRESENT

Hincapie Sportswear | 2012—2014

Advertising, graphic solutions for brand identity and brand guidelines. Apparel graphics, collateral, packaging, Wordpress, social content. Photo retouching and compositing. Custom stationary, invitations and textile design. Environmental graphics, concept plans, marketing materials. Program management and proposal writing.

Studio Artist | The Integer Group | DENVER, CO.

SEPTEMBER 2011—FEBRUARY 2012

Studio Artist responsible for coordinating with Art Directors and Project Managers ensuring visual design adhered to brand standard requirements, objectives, and timelines for the MillerCoors account (Miller, Coors, and Blue Moon.) Produced packaging, POP Displays, collateral, advertisements, and Photo retouching.

Art Director | Reingold, Inc. | WASHINGTON D.C.

AUGUST 2006—JULY 2010

Concept development, management, and design across multiple platforms including print, environmental, UX/UI, and social content. Organized and Art Directed photoshoots. Coordinated an effective team of designers.

Graphic Designer/Assistant Manager | Hyatt Regency Business Center

ARLINGTON, VA. | 2003—2006

About Me

Multi-discipline Designer + Art Director

I have experience in B2C, apparel, publishing & editorial, corporate, non profit, education, healthcare, pharma, and arts & entertainment. It is my goal to design, direct, and manage creative solutions as part of an innovative team that challenges me in techniques, problem solving, and client services. I strive to enable others around me to do the same. I believe the design process and collaboration is as exciting as the end result. I believe keen wit, forward thinking concepts, inventive imagery and typography always make for fresh, powerful design. I love that design can transform a condition or message into a far more desirable one.

Notable Clients

American Society of Plastic Surgeons

American College of Cardiology

Camp Bisco Music Festival

Carvel Icecream

DC Office of Film & Television

DC Public Defenders Service

Delta Community Credit Union

FarmRich Foods

Hincapie Sportswear

MillerCoors

National Park Services

SeaPak Shrimp & Seafood Co.

Technology & Skills

Adobe Creative Cloud

InDesign + Illustrator + Photoshop

+ Lightroom + Dreamweaver + Muse

+ Lightroom + Business Catalyst

+ Premier Pro + Wordpress + HTML

+ CSS + Microsoft Office + SketchUp

Advertising

App Design

Art Direction

Branding & Identity

Concept Development

Copywriting

Email Design

Environmental Design

Hand Drawing

Packaging Design

Photography + Retouching

Signage + Wayfinding

SEO Optimization

Social Media Content Management

Storyboarding

Typography

UX & UI Design and Research

Education

The Art Institute of Washington

Bachelor of Fine Arts, Graphic Design/Advertising

3.8 GPA + Alpha Chi National College Honor Scholarship Society +

Recipient of the award for highest achievement in graphic design

designated by department faculty + Recipient of the Washingtonian

Honor Student Award

Full Sail University

Associate of Science, Show Production and Touring

Continuing Education, Associations, Volunteer Groups

ALGA, Adobe User Group, InDesign User Group, HOW Design Conferences,

PatternObserver, Skillcrush, Skillshare, Headcount, Combat Wounded

Veteran Challenge

Work Experience

