

LAUREN ADAMS

LAURENADAMSCREATIVE.COM

EXPERIENCE

clarkmcdowall | Designer

March 2023 to Present | Contract

- Conceptualize and execute several creative packaging design directions at once
- Stay up to date with consumer and market trends related to packaging design
- Give and receive constructive feedback across teams
- Animate various agency social media graphics (AfterEffects)
- Edit videos to targeted length/specifications and incorporating animated graphics (AfterEffects & PremierePro)
- Develop client materials such as guideline documents (InDesign)
- Source appropriate mood board images for assigned projects
- Gather, analyze, and present key business competitors findings to design directors
- Collaborate with a cross-functional team that includes other designers, design directors, strategists, and project managers to hit deadlines and exceed client expectations
- Photograph in-person client work sessions

North Street Creative | Visual Designer

September 2020 to January 2023

- Lead branding and visual identity efforts based on deep research and client preferences
- Assist with production work on websites, presentations, proposals, and marketing materials
- Own design on multiple projects at any given time
- Produce work that is on-brand, on-budget, and exceeds client expectations
- Maintain a keen eye for evolving best practices and emerging trends

NextGuest Digital (Now Cendyn) | Web Designer

June 2019 to September 2020

- Lead marketing efforts in creating designs for various forms of digital media including: Google display ads, emails, social media ad campaigns, websites
- Design new HTML5 banners and update existing templates for both desktop and mobile ensuring ADA compliance
- Animate and illustrate social media marketing videos
- Complete on-brand website design updates for existing clients

CONTACT

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EDUCATION

Bachelor of Fine Arts

Louisiana Tech University

Graduated May 2019

SKILLS

Animation

Branding

Digital Illustration

Packaging Design

Photography

Social Media Content Creation

Videography/Video Editing

Website Design

SOFTWARE

Adobe After Effects

Adobe Bridge

Adobe Illustrator

Adobe InDesign

Adobe Lightroom

Adobe Photoshop

Adobe Premiere Pro

Figma

Google Web Designer

Sketch

AWARDS

2019 American Advertising Award

Professional Best of Show awarded by the Shreveport-Bossier American Advertising Federation

Louisiana Tech Univ. Dean's List

Received quarterly for maintaining a 3.5 GPA

Sophomore Graphic Design Award

Chosen by School of Design Faculty as the outstanding Graphic Design student of the year