



Lauren Tomsich

Creative Manager & Designer

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Education

Grand Valley State University
Bachelors of Fine Arts
September 2016 – May 2020
Graphic Design Major
Marketing Minor

Kingston University Study Abroad Art Program
July 2017 – August 2017

Skills

- Adobe InDesign
- Adobe Illustrator
- Sketch
- Adobe Photoshop
- Adobe Premiere Pro
- Figma
- Adobe After Effects
- Photography
- Videography
- Adobe Lightroom
- Adobe XD
- Invision
- Microsoft Office
- Monday.com
- Webflow
- WordPress
- MailChimp
- 3D Software

Experience

Fifth Wheel Freight (FWF) | Creative Manager
April 2021 – Present
Developed a long-term creative strategy for FWF. Oversaw all internal and external visual assets to ensure they are meeting the brand standard. Managed and coached a creative team, using measurable goals to track personal development. Designed high-level materials. Assisted with creating and executing marketing campaign strategies. Implemented project management tools to streamline communication and increase productivity. Projected demands for resources and staff. Orchestrated and redesigned the company website. Managed vendor relationships.

FWF | Graphic Designer

September 2020 – April 2021
Created all visual assets, including all internal and external deliverables. Collaborated across departments to accomplish FWF goals. Coordinated and executed photo shoots for external use. Organized digital assets across the company to increase efficiencies and ensure clarity between departments.

Amway Global Corporation | Graphic Designer

May 2019 – September 2020
Optimized and unified Amway's brand colors across all of its companies. Designed graphics, posters, digital advertisements, social posts, motion graphics, logos, packaging, and brand guides. Modernized PowerPoints for high level meetings. Collaborated with other departments to complete projects and achieve Amway's marketing goals.

The Image Shoppe | Graphic Design Intern

May 2019 – August 2019
Assisted in the branding process for a variety of clients. Created social media graphics, menus, agendas, and event graphics. This was a seasonal position.

Grand Valley State University | Graphic Designer

April 2018 – May 2019
Designed external-facing materials for the Alumni Relations Committee and other organizations associated with Grand Valley State University.

Ascend Business Growth | Design & Marketing Intern

May 2015 – June 2018
Produced graphic design and website design work including social posts, infographics, website layouts, banners, eBooks, and other digital assets.