

# LAUREN ANDERSON

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**Portfolio Link:** [www.landersonportfolio.com](http://www.landersonportfolio.com)

## SENIOR GRAPHIC & BRAND DESIGNER

Brand-focused, strategic designer with 5+ years of experience delivering innovative, transformative design solutions. Skilled in brand development, packaging design, and creating compelling visual storytelling that drives business impact. Proven mentor and collaborative team player adept at evolving design strategies to exceed client expectations.

## KEY EXPERTISE & CORE ACCOMPLISHMENTS

Brand Strategy & Brand Development	Adobe Creative Suite (Photoshop, Illustrator, InDesign)	Cross-functional Team Collaboration
Packaging Design & Visual Identity	UI/UX Design & Digital Experiences	New Media Technologies & Software
Creative Direction & Design Leadership	Presentation Design & Storytelling	Design Thinking & Innovation

- Awarded 1st Place Illustration – Pittsburgh Society of Illustrators
- Recipient of 1st Place UI/UX Design Award – Innovation Center for Design Excellence
- Honored with HSMIA President's Award – Adrian Awards
- Lead designer for Grand Canyon West Application, recognized for excellence in tourism branding and user experience

## PROFESSIONAL EXPERIENCE

### Senior Graphic Designer

**2022 - Present**

*Madden Media - Tucson, AZ*

Currently contributing to the design and development of engaging digital and print media for tourism clients.

- Develop brand-led design systems and packaging concepts for tourism clients, enhancing brand recognition and market impact.
- Lead UI/UX design and digital asset creation to support immersive brand experiences across web and mobile platforms.
- Collaborate closely with cross-functional teams and stakeholders to strategize, conceptualize, and execute innovative creative solutions.
- Mentor junior designers in design best practices, brand consistency, and project workflow to strengthen team output.
- Manage multiple client projects simultaneously, delivering high-quality creative under tight deadlines.

### Design Specialist

**2021 - 2022**

*Madden Media - Tucson, AZ*

Focused on creating compelling presentations and maintaining brand consistency for Madden Media.

- Designed persuasive presentation materials and brand refresh assets that supported new business development and client pitches.
- Maintained and evolved corporate branding, ensuring visual consistency and adherence to brand guidelines.
- Partnered with marketing, communications, and product teams to develop cohesive visual strategies.

### Graphic Design Intern

**May 2021 - August 2021**

*Outright - Gaithersburg, MD*

Gained hands-on experience in graphic design, contributing to various client projects.

- Created infographics and visual content to simplify complex information for client campaigns.
- Supported design projects with adaptability, collaborating across departments to meet project goals.

## EDUCATION

### Bachelors of Science in Visual Communication Design

*West Liberty University, West Liberty, WV, Dec. 2021*

Graduated Summa Cum Laude with a GPA of 3.85, receiving High Honors

### Certificate in Principles of Marketing

*Saylor Academy, Online, Dec. 2023*

## SKILLS & ADDITIONAL INFORMATION

### Technical Skills

Adobe Suite | Microsoft Suite | WordPress | Figma | Miro | Octopus |

HTML | CSS | Javascript