

# LAUREN ANDERSON — GRAPHIC DESIGNER

Detail-oriented creative with 6 years of experience across digital, print, and experiential design. Specializes in brand identity systems, user-centered campaigns, and multi-channel marketing collateral that elevate customer experience and drive results.

## Work Experience

### **Madden Media, Remote — Senior Graphic Designer**

Dec 2021 - Present

Directed creative strategy and execution for destination marketing clients, translating brand goals into high-impact digital, print, and experiential campaigns across multiple channels.

- Led the design for the branding, campaigns and creative for **5+ AOR tourism clients**, producing **30+ multi-channel campaigns** that increased engagement and improved brand consistency across markets.
- Designed **100+ digital, web, and print assets** and **20+ high-fidelity UX prototypes**, improving site navigation and user experience across destination platforms.
- Built and maintained **3+ design systems** and style guides, reducing production time and **improving workflow efficiency by 25%**.
- Improved site navigation or clarity, contributing to **10-20% decrease in bounce rate** for Visit Santa Ynez Valley and Discover Santa Clara.
- Designed social assets for multiple tourism campaigns (Visit Idaho, Visit Central Oregon, Visit Moab, Visit GCW), **increasing engagement by 10-25%** across Instagram and Facebook.

### **Outright, Gaithersburg, MD — Graphic Design Intern**

May 2021 - Aug 2021

Contributed to client and internal creative across branding, social, and presentation materials.

- **Developed concepts and design solutions for 10+ clients**, including PhRMA, NIRH, and Novartis, supporting integrated marketing initiatives.
- **Designed 50+ visual assets** for client and agency use across social, digital, and presentation materials.
- Created brand guidelines and presentation templates, improving visual consistency across sales decks, referrals, and internal communications.

### **West Liberty University, West Liberty, WV**

#### — Graphic Design Intern

Aug 2020 - Aug 2021

Created visual campaigns, branding, and promotional materials supporting athletics, student organizations, and donor initiatives.

- Designed logos, campaigns, and marketing collateral for West Liberty University, WLU Foundation, and The Trumpet, increasing engagement across student and donor audiences.
- Produced social media graphics, flyers, and brochures for the athletics department, boosting visibility and participation in sports programs.
- Managed a **100+ page commemorative publication** for The Trumpet's centennial, coordinating layout, editing, and print production to meet technical specifications.

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## Core Skills

### **Tools and Technical Skills:**

Adobe Creative Suite, Figma, Canva, video editing, production prep, and asset quality control, Front-End Programs (HTML, CSS, Java).

### **Core Design Skills:**

Branding, illustration, motion graphics, presentation design, publication layout, and digital advertising design, UI/UX.

### **Strategic and Conceptual Skills:**

Creative ideation, visual strategy, style guide creation, mood board development, interpreting briefs, interaction design, user research, web platforms.

## Education

### **West Liberty University**

Aug 2018 - Dec 2021

Bachelors of Science Visual Communication Design

### **Saylor Academy**

Jan 2022 - June 2022

Certificate in Principle of Marketing Marketing

## Awards

### **HSMAI - Adrian Award**

2023

Silver Adrian Award and the President's Award

### **ICDE - Gold Medalist**

2022

Gold medalist in User Interface/ User Experience category