



Eric Lauterbach

 ericlauterbach.com



 design@ericlauterbach.com

Education

B.S. Graphic Design (2021)
Drexel University Westphal
College of Media Arts & Design

Focus Areas

Interactive UI / UX
Growth Design
Brand Design Systems
Conversion Optimization
Marketing Web Design

Design Tools

Figma
Rive
Spline
Adobe CC

Technical

HTML
CSS
JavaScript
GSAP
Webflow
Framer
Wordpress

Experience

Digital Designer • Copyleaks Jul 2022 - Nov 2025

First design hire on the marketing team following Series A funding; built foundational brand systems and growth-focused digital experiences.

- Conceptualized brand identity and style guide supporting audiences across B2B enterprise, education, and consumer markets.
- Led design and development of a full marketing website redesign (50+ pages), improving product storytelling and conversion pathways while collaborating with executive, content, SEO, and QA teams.
- Led redesign of the AI Detector Chrome extension to improve upgrade conversion and UX clarity, resulting in +131% purchases and +173% average daily revenue (MoM).
- Designed high-impact creative assets supporting product launches and marketing campaigns across web, social, email, and industry events.
- Optimized B2C pricing page through iterative A/B testing and UX improvements, increasing average daily revenue by 36%.

Designer & Developer • M&M Associates Jun 2021 - Jul 2022

- Designed and developed branded WordPress websites and email marketing campaigns for clients across tech, fintech, banking, telecom, and retail industries.
- Storyboarded and produced motion graphics for web, social, and email marketing campaigns.
- Designed and developed the agency's marketing website.

Graphic Designer • Pennoni Honors College Apr - Sep 2020

- Art directed *The Smart Set* online publication, designing motion graphics and visual storytelling elements accompanying weekly articles.
- Designed and developed an interactive quarterly website and email campaign showcasing most popular editorial content.