

*Experience*

**ADDUCO COMMUNICATIONS | Creative Specialist | April 2023 – Present**

- Freelance design and illustration for B2B marketing and communications agency

**LAUREN BRYANT DESIGN | Founder & Creative Director | May 2015 – Present**

- Branding, illustration, print, digital, marketing, and web design for clients across industries including education, non-profit, arts & entertainment, fashion, fitness
- Select clients: Anthropologie, The Franklin Institute, Chestnut Hill Conservancy & Historical Society, Good Good Comedy, Haven Adoptions, Philadelphia Youth Network, Rethink Education, Stageplays Theatre Company
- Collaborate directly with clients, lead presentations and feedback discussions, implement feedback from multiple stakeholders, and maintain organized systems of project management

**CIVIC NEWS COMPANY | Digital Designer | Dec. 2019 – Dec. 2022**

- Worked across editorial and business teams to ensure brand consistency across external and internal materials including digital ads, fundraising campaigns, event promotions, social media, call outs, email templates, presentation decks, annual reports, business cards, etc.
- Developed visual brand for new vertical: Votebeat, a newsroom focusing on election coverage
- Enhanced the visual presentation of Chalkbeat's journalism by developing an illustration style for feature stories and collaborated with photo editor on photo illustrations and story layouts
- Managed CMS migration of archives and launch of a new bureau. Prioritized and tracked feature requests, built internal help documentation, trained new hires on platform, and coordinated with cross-functional teams to ensure editorial integrity, brand consistency, and legal compliances
- Maintained internal team documentation, request form, and project management tools
- Designed assets for Giving Tuesday Now campaign, the biggest single day of fundraising in company history, bringing in over \$12K in revenue and garnering 100 new subscribers
- Led redesign of event listing system to automate and monetize the service

**DREXEL UNIVERISTY | Adjunct Professor | Sept. – Dec. 2018**

- Taught Creative Concept Design to a class of 15 undergraduate design students for the Department of Digital Media within the Westphal College of Media Arts & Design

**PENNSYLVANIA BALLET | Designer, Creative Services | Dec. 2015 – Dec. 2017**

- Designed and produced print and digital materials for all departments (marketing, development, community engagement, and the school)
- Grew Instagram followers from 8k to 19k in first 4 months of managing social media accounts
- Managed production of Playbill booklets and coordinated with print vendors to ensure high-quality products and timely delivery
- Maintained digital archives, company website, and retouched photos
- Promoted from Graphic Design Intern to Junior Designer to Designer, Creative Services

**SPOTCO | Design Intern | Jan., June – Aug. 2015**

- Assisted in creating key art for major Broadway musicals
- Explored typography for show titles and campaigns
- Prepared internal and client presentations
- Conducted photo stock research for mood boards and comp designs

**MICHELE HAINES | Personal Assistant | 2008 – 2015**

- Designed postcards, business cards, brochures, menus, and event invitations
- Managed blog, social media, and client database
- Conducted correspondence with new business partners of world-traveling professional chef

*Education*

**University of Delaware | 2011 – 2015**

B.F.A. Visual Communications  
 Cum Laude  
 Honors Program and Dean's List  
 VCUK London Study Abroad

**Brown University | 2010**

Pre-College Program courses in studio art and writing

*Professional Development*

**CONFIG | April 2021**

Virtually attended Figma's annual conference including sessions on creative collaboration, scaling a design team, and team culture

**SRCCON: PRODUCT | Feb. 2020**

Attended a participant-led interactive conference for 150 product thinkers working at the intersection of product and news

**MAKE A MARK: PHL | Oct. 2019**

Volunteered as a designer in a 12-hour creative make-a-thon benefiting local humanitarian causes

**AIGA PHILADELPHIA | 2018 – 2019**

Planned, coordinated, and designed branding for events as a Programming Committee Member

*Skills & Software*

Graphic Design	Asana	Slack
Illustration	Airtable	Toggl
Photography	Basecamp	Typeform
Project Management	Calendly	Wave
Adobe Photoshop	Figma	WordPress
Adobe Illustrator	Google Suite	Wix
Adobe InDesign	Mailchimp	Zapier
Adobe Bridge	Microsoft Office Suite	Zoom