

LAUREN ANNE PATTERSON

Graphic Designer & Brand Specialist

 Charleston, SC

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 laurenannepatterson.com

 Winthrop University (2015-2019)

SKILLS & ABILITIES

New Ideas

Eye for Detail

Excellent Communication Skills

7 Years of Design Experience

Graphic Design

Photoshop

Illustrator

InDesign

Lightroom

Klaviyo

Mailchimp

Shopify Plus

Asana

Microsoft Suite

Email Campaigns

SEO

Web Layout

Web Banners

Digital Storytelling

Design Concepts

Layout Principles

Seasonal Marketing Campaigns

Digital Ad Campaigns

Visual Communication Principles

Creative Design Layouts



PROFESSIONAL EXPERIENCE

Designer/Director of Creative Media

Barracuda Gaming/Front Edge Marketing (2022-2023)

- Developed all creative assets for the company & their clients
- Shaped & developed brand standards for in-house businesses & more than 20 clients, ensuring brand appropriateness of all future collateral
- Built compelling presentation decks & marketing materials for client pitch meetings
- Identified emerging design trends & implemented them into the creative strategy to stay ahead of industry competitors
- Created integrated content across all marketing channels, including digital, social media, paid media, mobile, & print
- Spearheaded & managed content strategy for small & large projects, focusing on brand design
- Developed & tailored marketing plans based on individual client requirements & identified market opportunities
- Prioritized work & resources across engagements based on short- & long-term needs
- Assisted clients in resolving issues in a timely & professional manner

Designer & Brand Developer

Deviceful, LLC (2022)

- Created all assets associated with Deviceful, LLC, The Cocktail Bong, BlenderBit, Chandel-Glow, & TorpedoBeam - including functional e-commerce sites
- Ensured brand consistency between product & marketing
- Captured & used Adobe Photoshop to edit & enhance product images
- Worked with the product developer to create packaging & manuals for all products, utilizing Adobe Illustrator & Photoshop
- Designed FDA-compliant product labels for The Cocktail Bong's product line, including graphics & layouts
- Developed & executed a comprehensive brand strategy for product launches, ensuring brand consistency across all marketing channels aligning with the brand's values & target audience
- Stayed up-to-date with the latest design trends & technology advancements to provide innovative solutions
- Implemented user-centered design principles to create intuitive & visually appealing interfaces for Deviceful, LLC websites & applications

Graphic Designer/E-Commerce Marketer

Palmetto Moon (2019-2022)

- Developed & coordinated all email marketing, including campaign design, editing, scheduling, segmentation, & post-deployment analysis, increasing open & click-through rates by 5%
- Created & executed integrated campaign plans with the marketing & merchant teams across all digital channels
- Worked with the marketing team to develop graphics-led social media & web campaigns, leading to increasing conversion rates
- Created digital & print materials, such as flyers, social ads, email campaigns, & web assets detailing community engagement events for the brand
- Reviewed brand e-commerce website & recommended changes, then spearheaded the redesign of the Palmetto Moon e-commerce website, resulting in increased user engagement
- Created performance-based landing pages, banner ads, & emails
- Maintained aesthetic consistency throughout 250+ pieces of directed marketing materials