

LAUREN MYERS

art director & designer

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PROFESSIONAL SKILLS

Enthusiastic, passionate and dynamic individual with a positive attitude and desire for success. A strong contributor to the team, combined with the personal initiative to take charge when necessary; a natural leader. Excellent communication skills, well-organized and detail-oriented. Can successfully apply creativity and design skills to a vast array of mediums making creative more versatile. Highly motivated individual, with a strong work ethic, eagerness to learn and a sense of humor.

- Vast expertise in art direction for large scale photo shoots and concepting advertising for traditional and cutting edge media.
- Strong work experience in implementing and overseeing website, email and social media campaigns and coordinating and discussing web media with a team of programmers.
- Large range of computer skills including complete knowledge of Adobe Illustrator, Adobe InDesign, and Adobe Photoshop (up to CC), as well as Sketch and Figma.

EDUCATION

Graduated 2006
BA, Graphic Design
Maine College of Art,
Portland, Maine

I look forward to meeting you!



EMPLOYMENT

Lauren Myers | [behance.net/lauren-myers](https://www.behance.net/lauren-myers) & www.laurenrachel.com

Feb. 2008 - Present

Freelance Designer / Art Director: Past experience in active art direction and design for web, print, and digital media, supporting the needs of small and large companies. My recent clients include: TJX, Tom's of Maine, L.L.Bean, Babson College, Tripadvisor, The Westin Hotel, CIEE, several Maine wedding publications, Maine Medical Partners and Maine College of Art.

Tripadvisor | www.tripadvisor.com

Nov. 2019 - Present

Senior Designer: Primarily task to collaborate with key marketing team contributors for the Hotel B2B business to creatively problem solve and create new and innovative solutions for selling products by use of landing page design, marketing funnels, sales presentations, sales sheets, social media and banner design.

Babson College | www.babson.edu

June 2019 - October 2019

Senior Designer: Focus was to work with the expanding graduate and executive education sections of the college to help execute creatively on paid media, print collateral, landing page design for marketing funnels. Chosen for a special team task force to execute creative concepts for the 100 year celebration that took place in Copley Square.

Maine College of Art | www.meca.edu

Jun. 2018 - Jan. 2019

Design & Art Director: Creatively producing design and art direction of all visual earned media both in print and digital. Executed all branding visuals and identity of the college. Played a collaborative part in strategic planning of ongoing campaigns for the college to meet their goals initiatives including a fresh campaign to relaunch the colleges brand Fall 2019.

The VIA Agency | www.theviaagency.com

Feb. 2013 - Jun. 2015

Designer & Art Director: Extensive knowledge in corporate branding and systems. Graceful under high pressure environment and dedicated to getting the job well done. Exceeding client expectation on knowledge and recommendations. Strength in art direction for live photo shoots and preparation of creative vision.

L.L.Bean | www.llbean.com

Apr. 2012 - Feb. 2013

Creative Associate Designer: Quickly and naturally adapted to a new environment and took leading roles in email marketing, social media, affiliate relations and technology as well as lead new vision in the home page design of the L.L.Bean website. Included in special task force team to handle the holiday landing page to funnel customers through a unique and festive experience with animated gifs and a elongated scroll.