



Lauren Schultz

Graphic Designer

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Professional Experience

Product Designer

McGraw Hill, May 2022 – Present

- Use a combination of knowledge with Adobe CC programs, CSS, and HTML to create visually engaging, user-friendly, print and digital designs that align with product strategy and goals
- Advocating for the user throughout product development
- Developing the design rationale and explaining visual choices to cross-functional teams and stakeholders
- Collaborating on the media asset (illustrations, photography, videos, animations) strategy based on research inputs and content strategy. Clearly articulate choices to cross-functional teams and key stakeholders
- Collaborating closely with cross-functional partners to develop engaging print and digital product design solutions
- Training and managing vendors to help scale work

Graphic Designer

University Libraries, Aug 2019 - May 2022

- Designed posters, ads, flyers, banners and assorted materials to promote University Libraries and its events
- Utilized Adobe InDesign, Illustrator, and Photoshop in a professional setting
- Took the lead with projects to meet clients' goals
- Problem solved and developed creative ideas to capture student interest
- Photographed events to use for promotional ads

Design Intern

Mimi Magazine, Part Time, June 2018 – Nov 2019

- Designed ads for local businesses throughout Ohio with Adobe InDesign, Illustrator, and Photoshop
- Worked with the Lead Designer to meet clients' goals
- Collaborated with the Mimi Photographer on photoshoots and assisted the Creative Director in the arrangement of displays to be featured in the photos

Education

Bachelor of Arts

Kent State University, May 2022

Major: **Visual Communication Design**

Minors: **User Experience Design and Photography**

Associate of Arts, Dec. 2021

- Cumulative GPA: 3.6 & Dean's List (2018 - 2021)

Proficiencies

- Adobe Creative Cloud Including:
 - After Effects
 - InDesign
 - Illustrator
 - Lightroom
 - Photoshop
 - XD
- CSS
- HTML
- Figma
- Microsoft Office
- Lifestyle Photography
- Studio Photography

Skills

- Attention to Detail
- Communication
- Interpersonal Skills
- Problem-Solving
- Time Management

Activities

User Experience Design Club

Member, Aug 2018 – Aug 2020

- Learned about and actively participated in discussions about User Experience Design
- Used prior knowledge from User Experience Design minor to participate in exercises about user testing and eye tracking heatmaps

Chi Omega Sorority

Member, Aug 2019 – Sept 2021

- Participated in a variety of volunteer opportunities and fundraisers for the *Make-a-Wish Foundation*
- Met deadlines as well as being responsible to uphold our values
- Collaborated with other Chi Omegas to create and design unique posters and banners for sorority events