

GRAPHIC DESIGNER



Lauren Miller

CONTACT

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EDUCATION

Bachelor of Fine Arts
Saint Anselm College MAY 2013
Manchester, NH

SOFTWARE

Expert	Advanced
Adobe Illustrator	Adobe Acrobat
Adobe InDesign	Adobe After Effects
Adobe Lightroom	DAM
Adobe Photoshop	Canto
Intermediate	Microsoft Office
Adobe Premiere Pro	PM Software
Canva	Asana
Email	Lytho
Hubspot	Workfront
Sendlane	Web
HTML	Shopify
Web CMS	Wix
Craft	Wordpress

SUMMARY

- 11 years of professional experience ranging from agency to in-house B2B, DTC, public sector, consumer goods, advertising, tech, regulatory compliant packaging
- Well-developed sense of visual hierarchy, branding, layout, typography
- Exceptional attention to detail and organization amidst continually shifting priorities and concurrent deadlines
- Strategic and fastidious approach to asset creation with focus on KPIs
- Excellent verbal and written communication skills
- Highly coachable complex thinker, very receptive to feedback, achievement oriented
- Energetic work ethic and proactive in problem resolution
- Committed to personal development with an innate desire to help others

WORK EXPERIENCE

Creative Services Manager, Tennessee State Government DOHR. Contract, Nashville, TN. JUN 2023 - Present

- Working directly under the Chief Communications Officer to build brand and Creative Services program within the Strategic Communications Division of the Department of Human Resources. Leads graphic design support.

Lead Graphic Designer, Thermacell Repellents, Inc. Remote. NOV 2022 - JUN 2023

- Worked directly under the SVP of Global Marketing to implement refreshed brand identity creative concepts, photography, typography, color and design systems across all mediums.
- Worked diligently with select internal Brand Heart team and external agency to utilize institutional knowledge and creative vision toward developing brand refresh concepts and visual identity materials. Appointed project liaison to core business graphic design team, D2C team, and Pro Partners business.
- Provided creative direction and articulated strategy from Executive Leadership to design, web, and email teams to ensure best-in-class quality and adherence to new brand standards.
- Reviewed teammates' ecommerce, advertising, and packaging designs in workflow and delivered feedback.
- Continued full project lifecycle support for LIV® Installed Systems and the Direct to Consumer team.

Graphic Designer, Installed Systems and DTC, Thermacell Repellents, Inc. Remote. MAY 2022 - NOV 2022

- Internal creative lead for conceptualization, design and implementation of strategic, on-brand solutions for digital and print marketing materials supporting LIV® Installed Systems and the Direct to Consumer team.
- Created short-form video and static in-feed social media content for multiple LIV campaigns and base business promotions, driving 67% of website traffic in 2022 with 204% ROAS from retargeting ads.
- In-housed dedicated graphics support for email marketing. Redesigned and standardized new look and feel, supporting email workflows overhaul and transition to Hubspot, resulting in 135% lift in email sales in 2022. Templated newsletter, welcome, promotions, and post-purchase workflows. Generated all graphics and copy.
- Created template and multiple graphics for home page carousel content to facilitate consumer journey.

Associate, Graphics and Digital Art, Thermacell Repellents, Inc. Bedford, MA. JAN 2020 - MAY 2022

- Lead the implementation and organization of digital asset management tool, Canto, enabling a range of stakeholders to easily access thousands of assets to drive visual impact across all consumer touchpoints.
- Developed creative for social media ad campaigns with A/B approach, resulting in 40% lift in ecommerce sales in 2020. Participated in analysis of A/B tested creative results in order to optimize ad performance. Enabled the in-housing of ad creative for a multi-million dollar seasonal digital ad campaign.
- Created new Amazon content brought to consumer testing, contributing to 149% lift in Direct to Consumer sales in 2020. Conceptualized new brand identification FMOT icon for redesign of on-pack branding.
- Designed, reviewed, and formatted packaging projects during urgent EPA regulated production campaign, with meticulous attention to regulatory compliance, detail, consistency, and branding.
- Helped facilitate a nimble ad campaign by generating real time content to move focused line of product in response to inventory problems. Generated high impact creative with agility.
- Played a leadership role in researching and implementing a new production art workflow solution and process. Maintained thorough file organization and focus on streamlining process, increasing productivity, and seizing value-add and conversion opportunities to support rapid growth of corporation.

Founder, Artist, Mountaindog Designs. Part-time, Remote. APR 2018 - Present

- Provides freelance graphic design, illustration, photography, and creative copy for a wide range of clientele and project requirements. Identifies client goals to optimize creative impact.
- Logo creation and branding, printed promotional materials, print and digital ads, digital graphics, vehicle wraps, bridal and wedding invitations, custom illustrations in multiple mediums, etc. Photo retouching and editing; portrait, engagement, maternity, real estate, and events photography services.

Graphic Designer, Photographer, Connection IT Solutions. Merrimack, NH. SEP 2014 - AUG 2019

- Assisted in and developed creative strategies and material from conceptualization through execution, while adhering to deadlines, budget, internal processes, and branding guidelines across all Connection's subsidiaries.
- Projects included heavy catalog work, web banners and ads, web page graphics, internal company resources, social media ads, blog graphics, digital displays, infographics, presentations, posters, backdrops, trade show banners, brochures, custom signage, flyers, t-shirt graphics, and more spanning both digital and printed media.
- Assisted in web redesign and corporate rebranding project by creating and updating a multitude of assets.
- Photographer for company events and employee headshots, and assisted in unique photography projects to support internal campaigns, sales incentive programs, and corporate initiatives.

Account Manager/Graphic Designer, Burke Advertising. Bedford, NH. SEP 2013 - SEP 2014

- Agency representative to clients. Completed clients' requests for product orders, e-blasts, TV and radio scripts, press releases, social media and blog posts, website updates, web banners, business cards, flyers, website graphics, mailers, brochures, folders, packets, newsletters, posters, and ad copy.

PERSONAL INTERESTS

