

# GRAPHIC DESIGNER



# Lauren Miller

## CONTACT

(978) 844-1605  
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mountaindogdesigns.com  
Nashville, TN

## EDUCATION

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

## SOFTWARE

Intermediate  
Advanced  
Expert

**Adobe**  
Acrobat  
After Effects  
Illustrator  
InDesign  
Lightroom  
Photoshop

**DAM**  
Canto

**PM Software**  
Asana  
Lytho  
Workfront

**Web**  
Dato (CMS)  
Wix  
Wordpress

**HTML**  
Hubspot

Microsoft Office 365

## WORK EXPERIENCE

### Lead Graphic Designer, Thermacell Repellents, Inc. Remote. NOV 2022 - Present

- Working 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.
- Dedicated Brand Heart Project liaison to core business graphic design team and DTC team, within recently reunified marketing department.
- Provide creative direction and articulate strategy from Executive Leadership to design, web, and email teams to ensure best-in-class quality and adherence to new brand standards.
- Review teammates' ecommerce, advertising, and packaging design proofs in workflow and deliver 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 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, including process redesign resulting in increased capacity, throughput quality, and accuracy including reductions in error rate and liability.
- Maintains 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. 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.
- Design work includes 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.
- Photography work includes retouching; editing; portrait, engagement, maternity, real estate, and events.

### 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



# SUMMARY



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### EDUCATION

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#### Related Courses

Art and Design for Web  
Digital Imaging  
Graphic Design  
Graphic Production and Layout  
Professional Studio Practice  
Visual Communication

#### Registered Yoga Teacher

Full Circle Yoga School SEP 2019  
Cocoa Beach, FL

### PROFESSIONAL SUMMARY

- x 10 years of professional experience ranging from agency to in-house B2B, consumer goods, advertising, regulatory compliant packaging, DTC
- x Well-developed sense of visual hierarchy, branding, layout, typography
- x Strategic and fastidious approach to asset creation with focus on KPIs
- x Exceptional attention to detail amidst continually shifting priorities and concurrent deadlines
- x Process-oriented and meticulously organized
- x Accustomed to juggling an average of 5 separate projects on a daily basis
- x Excellent verbal and written communication skills
- x Highly coachable complex thinker, very receptive to feedback
- x Energetic and proactive in problem resolution
- x Eager to exceed expectations and contribute beyond standard responsibilities
- x Outstanding work ethic and disciplined independent research
- x Committed to personal health, wellness, and growth, with an innate desire to help others

### MEDIA

#### Graphic Design

- x Album Cover Art & Design
- x Branding, Logos, Visual Identity
- x Brochures, Flyers, Posters
- x Catalog
- x Infographics
- x Internal Corporate Resources
- x Regulatory Compliant Packaging
- x Social Media, Blog
- x Tradeshow Materials, Large Format Prints
- x T-shirt Graphics
- x Website Graphics
- x Web Advertisements

#### Photography

- x Color Grading, Editing, Retouching
- x Engagement
- x Events
- x Maternity
- x Landscape
- x Portrait
- x Real Estate

#### Fine Art

- x Drawing
- x Painting
- x Pyrography (Wood Burning)

### EXHIBITION AWARDS

#### Honorable Mention; "Self-Portrait from Life" (Conte Crayon on Canson Paper) 2012.

Juried Fine Arts Student Exhibition 2013, April 2013. Alva de Mars Megan Chapel Art Center.

#### Premier Award; "Born and Raised" After Joseph Cornell (Mixed Media) 2013.

Juried Fine Arts Student Exhibition 2013, April 2013. Alva de Mars Megan Chapel Art Center.

### REFERENCES

Available upon request.

### ONLINE PORTFOLIO

[www.mountaindogdesigns.com](http://www.mountaindogdesigns.com)

