

LAUREN KEELER

New York, New York
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EDUCATION

THE PENNSYLVANIA STATE UNIVERSITY

Bachelor of Design in Graphic Design

SKILLS

Adobe AfterEffects
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Premiere Pro
Branding + Identity
Copywriting
DSLR Photography
Event Branding
Experience Design
Fine Art
HTML/CSS
Illustration
Light Animation
Microsoft Office
Mockup Creation
Photo Editing
Repeat Pattern Creation
Social Media
Strategic Thinking
Typography
UX/UI Design
Video Editing
Watercolor

EMPLOYMENT + EXPERIENCE

CECI NEW YORK | *March 2019 - Present*

Graphic Designer | *New York, New York*

- Design custom luxury invitations, stationery, print materials, and event branding for social, personal, corporate, and non-profit events at a globally renowned, award-winning, luxury design studio.
- Develop and present one-of-a-kind, out-of-the-box ideas for a wide variety of clients and events.
- Create custom illustrations and watercolor paintings, as well as reimagine existing artwork for various applications, such as stationery, packaging, linens, apparel, dance floors, and event spaces.
- Work with any and all print techniques and materials.
- Collaborate with luxury brands on special collections, primarily utilizing custom artwork, repeat patterns, and package design.
- Create logo designs, brand guidelines, and stationery for corporate clients.
- Prep and clean files for print and production. This includes product sizing, artwork clean-up, vendor communication, Pantone call-outs, proof approval, and final product quality check.
- Collaborate with the social marketing team to create new strategies and posts, elevating the company's social media presence and follower interaction. This often includes light animation, retouching, and mockup creation.

IRON MOUNTAINS, LLC | *December 2018 - February 2019*

Graphic Design Associate | *Morgantown, Pennsylvania*

- Worked within the in-house creative team, specializing in deliverables for Joie™ brand.
- Quickly adapted to strict brand guidelines and art styles.
- Created and versioned out digital advertisements, retail banners, social media, launch decks, B2B mobile-first emails, and more across a variety of platforms.
- Designed large-scale signage for stores and events around the globe.

OFFICE OF STUDENT AFFAIRS | *January 2017 - December 2018*

Freelance Designer | *Graphic Design Intern* | *Penn State University*

- Designed advertisements, logos, digital, and print products for the many offices within Student Affairs.
- Collaborated with Student Affairs' marketing staff to develop eye-catching strategies to increase interaction across campus.
- Created visual identities for campaigns and events that translate across all social, digital, and print platforms.
- Photography, videography and retouching.

PMK•BNC | *June 2017 - August 2017*

Digital Design Intern - VOWEL | *New York, New York*

- Researched and presented solutions within the creative department of one of the country's leading public relations agencies.
- Collaborated with various interns to create and pitch a full campaign.
- Assisted Creative Director and Digital Strategist with social media content.