# LAUREN BURLEIGH

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## EDUCATION ↓

**Maryland Institute College of Art**
BFA in Graphic Design

## WORK EXPERIENCE ↓

**Spot & Tango** *a fresh dog food start-up* • **Senior Designer** *November 2022–Present*
• Led implementation of a company-wide rebrand across all channels in alignment with guidelines developed by an external agency.
• Developed high-impact creative for paid and organic social, lifecycle email, and web to drive conversions + engagement.
• Designed packaging for entire product line, including shipper boxes.
• Partnered on photoshoot art direction to elevate visual storytelling and brand presence.
• Managed freelance designers and copywriters, maintaining quality and on-time execution.

**Flamingo** *a women's razor/body care brand* • **Designer** *March 2021–October 2022*
• Owned the email channel, managing end-to-end strategy, design, and execution using Stripo.
• Designed paid ads for social and display, driving engagement and campaign performance.
• Created engaging assets for organic social to strengthen audience connection.
• Collaborated on storyboarding and provided graphics to support video production.
• Gained hands-on experience on photoshoots, contributing to creative direction and final visuals.

**The Participation Agency** *an experiential design agency* • **Designer** *May 2019–March 2020*
• Designed decks, motion graphics, social content, emails, and spatial mockups for high-profile clients including Apple, Audible, Airbnb, and Shure.
• Developed an original identity system for a female-focused airline initiative.
• Created an identity system for a program supporting touring musicians.
• Managed social media, and website updates for a monthly women's networking event.

**Karma Network** *a digital media company* • **Designer** *June 2018–May 2019*

**Bustle** *a digital media company* • **Junior Designer** *December 2016–March 2018*

**Mullen Lowe** *an advertising agency* • **Creative Intern** *June–August 2015*

## SKILLS ↓

Figma • Illustrator • Photoshop • After Effects • InDesign • Packaging • Motion Graphics