

Lauren Johnson

Design thinker,
brand story teller.

See Her Work

LJ-CREATIVE.COM PW: LJ2024

Work Experience

Freelance Designer / Self Employed / Portland, ME

SEP 3 2024-PRESENT

Collaborates closely with team members while oversees freelancers, managing clients, and maintaining timelines. is heavily involved in developing brand strategy, designing and launching websites, art directing campaigns, and leading re-brands from start to finish.

Senior Designer / Rugged Agency / Portland, ME

DEC 2020-SEP 2024.

Collaborates closely with team members while oversees freelancers, managing clients, and maintaining timelines. is heavily involved in developing brand strategy, designing and launching websites, art directing campaigns, and leading re-brands from start to finish.

Senior Designer / VSA Partners / Chicago, IL

MARCH 2020-DEC 2020

Worked with the global coated paper company, Sappi, on their Agency of Record team. Designed and developed large scale print projects while overseeing the print production process. Helped create and launch Sappi Global's recent re-brand. Closely collaborated with designers, copy writers, and project managers on a variety of clients involving print, digital, long-form publications, packaging, brand identities, motion graphics, and pitch-work.

Designer / VSA Partners / Chicago, IL

SEPT 2017-MARCH 2020

Design Intern / VSA Partners / Chicago, IL

SUMMER 2017

Creative Design Intern / Arnold Worldwide / Boston, MA

SUMMER 2016

Say Hello

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Capabilities

Brand Design
Art Direction
Print Production and Pre-Press
UX Design
Copy writing
Illustration
Packaging
Motion Graphics, 2D animation
Figma
Klaviyo

Accolades

Gold Brodersons Award / Almond Cow Campaign

Featured in "The Dieline" for Flook Skincare packaging

"The One Club" Honorable mention / 2020 Sappi Holiday Kit

Education

Iowa State University, Bachelor of Fine Arts, Graphic Design/Class of 2017