

# lauren myers

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## CONTACT

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## EDUCATION

### **Pennsylvania State University**

Bachelor of Design in Graphic Design

Gold Graphis New Talent Annual

## EXPERIENCE

### **HZ | Designer**

Washington, DC | April 2021–Present

Collaborate with the brand identity team to conceptualize and execute unified brand experiences for a range of clients. Involved in every stage of the brand development process, from initial ideation to final execution, ensuring consistency and effectiveness across all touch points. Rollout collateral across all channels including print, digital, paid media and organic social. Work on multiple client projects simultaneously in a fast-paced environment.

### **Consolidated Graphic Communications | Graphic Designer**

Allentown, PA | Jan. 2021 – Apr. 2021

Created print-ready files for promotional products, designed print marketing materials, and designed digital assets for clients.

### **American Eagle | Social Graphic Designer, Freelance**

New York, NY | Nov. 2020 – Feb. 2021

Assisted the social media team in planning and designing social content for various seasonal campaigns.

### **INVNT | Design Intern**

New York, NY | May 2019 – Aug. 2019

Supported the design team by creating signage, animations and pitch decks. Assisted in production and operations of live corporate events.

### **AccuWeather | Design Intern**

State College, PA | May 2018 – Aug. 2018

Supported the marketing team by designing sales documents, posters, advertisements, and contributed to critiques and brainstorming.

### **Penn State University Athletics | Design Intern**

State College, PA | Sept. 2017 – Apr. 2018

Provided assistance to the football graphic designer by manipulating templates, creating design elements, and assisting in recruitment graphics.

## SKILLS

InDesign | Illustrator | Photoshop | After Effects | XD | Figma | Asana  
Microsoft Office Suite | Keynote | Google Workspace | Brand Identity | UI/UX Design  
Social Media Design | 2D Motion Graphics | Video Editing | DSLR Photography