

Lauren Abbott

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Education

BDes Visual Communication
Design, University of Washington,
June 2022

Toolkit

Figma, Adobe CC,
Principle, Glyphs
Editorial design, art direction,
branding, photography,
book-binding

Visual Designer • University of San Francisco

January 2025 – Present

Junior Visual Designer

October 2022 – January 2025

- Pitch, design and art direct photo shoots for feature spreads at *USF Magazine* and *USF Lawyer*.
- Create concepts and designs for print, editorial, and digital campaigns for general university awareness, colleges and alumni affinity groups.
- Mentor student designers on a weekly basis at the university's Graphics Center, a student-driven design studio.

Visual Designer • Livewell

September 2021 – June 2022

- Lead design and art direction for the University of Washington's mental health, wellness and Title IX office.
- Proposed strategy, illustrated characters and designed collateral for a campus wide substance safety campaign.

Brand Design Intern • Zendesk

June 2021 – September 2021

- Designed editorial and web ads for general brand awareness and campaigns, including a full-spread ad in *Entrepreneur*.
- Led art direction for a product landing page.
- Helped develop a tertiary color palette to increase online user accessibility.

Honors

Cover Design Second Place,
"The Man Behind the Camera"
San Francisco Press Club, 2025

Best Cover Design, "Hoop Dreams"
USF Magazine, CASE, 2024

Cover Design Second Place,
"Hoop Dreams" *USF Magazine*,
San Francisco Press Club, 2024

Design and Print Production Student Coordinator • University of Washington

September 2019 – June 2021

- Typeset, produced, and assisted with the distribution of printed program literature, including an 80-page handbook given to all first-year students during orientation.
- Developed and supported social media outreach to students.