

# 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

## 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

## 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.

## 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.