

LAUREN BURLEIGH

laurenburleigh.com

laurenburleighdesign@gmail.com

EDUCATION

Maryland Institute College of Art 2012–2016

BFA in Graphic Design

WORK EXPERIENCE

Spot & Tango *a fresh dog food start-up* • **Senior Designer** November 2022–Present

Implemented a comprehensive rebrand across all channels in adherence to brand guidelines created by an external agency. • Created visually appealing packaging designs for all products including our shipper box. • Designed compelling assets for both organic and paid social channels, enhancing brand visibility. • Developed visually engaging email designs for campaign and evergreen channels, contributing to sales and education of customers. • Played a key role in art directing photoshoots. • Provided images and graphics for the company website. • Designed graphics to enhance the visual appeal of our Amazon store, optimizing the online shopping experience. • Effectively managed a freelance designer and copywriter, ensuring high-quality deliverables and timely execution.

Flamingo *a women's razor/body care brand* • **Designer** March 2021–October 2022

Spearheaded the email channel, handling end-to-end responsibilities from conceptualization to design and building emails using Stripo. • Crafted visually compelling paid ads for display and social media platforms, contributing to effective advertising campaigns. • Designed assets for organic social channels, ensuring a cohesive and engaging brand presence. • Collaborated in storyboarding and provided graphic support to the video editor. • Gained valuable experience by shadowing on photoshoots, understanding the creative process and contributing to the final output.

The Participation Agency *an experiential design agency* • **Designer** May 2019–March 2020

Designed impactful decks, motion graphics, social posts, emails, and spatial mockups for esteemed clients such as Apple, Audible, Airbnb, and Shure. • Spearheaded the development of an original identity system for a female-centric airline initiative. • Successfully created a new identity system for a program catering to touring musicians. • Took charge of managing social media presence, poster design, and website updates for a women's networking event on a monthly basis, ensuring consistent and engaging communication.

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

Collaborated with the founder on rebranding the company, aligning visuals with the brand vision. • Created engaging short-form motion graphic videos under tight deadlines. • Curated impactful hero images for articles, enhancing the storytelling of content. • Designed decks, brand collateral, and social media assets, contributing to a cohesive and compelling brand presence.

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 • Sketch • Keynote • Packaging Design