

# Lauren Roberts

## Education

### Drexel University, Philadelphia, PA

Bachelor of Science in Graphic Design '22  
UI/UX, Art History, & Fine Arts Minor

## Contact

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## Experience

### Wellcom Worldwide Production Designer

August 2022 - Present

Designed and prepared graphics, print, motion, OOH, HTML and DCO ads for production. Worked closely with clients such as Louis Vuitton, Kaiser Permanente, and Raising Canes, and managed international multi-media digital and print campaigns with quick turnaround. Led research for best practices for AR and AI in marketing, and implemented both 2D and 3D AR applications in client projects.

### Freelance Graphic Designer

March 2021 - Present

Worked independently for various industries such as theater & film, healthcare and biotech, robotics, and non-profit. Designed and developed websites, improved accessibility and navigation both in web and robotic software, created video and print advertising, developed brand identities, and produced on-site graphics inside spaces.

### SocialLadder Graphic Design Co-op

August 2023

Designed SocialLadder's Press Kit and Brand Guidelines, along with print collateral and email template designs. Assisted on web design and boosted engagement through an improved social media strategy and design for social posts. Collaborated with Marketing Team and other departments and handled virtually all graphics.

## Skills

### Design

Web & Motion  
Logo & Brand Identity  
Video & Film  
Projection Mapping  
Poster Design  
Photography  
Copywriting

### Technology

Adobe Creative Suite  
Microsoft Office  
Figma  
HTML 5 / CSS 3  
JavaScript / GSAP  
Cargo / Squarespace  
Clinch / Google Studio

## Awards

### GDUSA Graphic Design Award Winner

December 2022

### Design Philadelphia

Work showcased in 2021