

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

PRISONCORE! Theater Production

March 2024 - 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.

The Fate of the Online Cow Theater Production

August 2023

Fully created the design identity and projection for the show at the Brick Aux in NYC. Designed and developed streaming chat platform, edited sound and video on Adobe After Effects and Premiere, worked with actors to rehearse timing with projected video, directed voice actors, and helped with staging and tech.

Freelance Graphic Designer

April 2023 - Present

Worked independently for Off-Broadway and graduate theater companies developing posters and marketing materials. Drove ticket sales through posters and marketing materials for the show White Bitches in Delhi which premiered at Columbia University's Theater 2023 MFA Program. Professionally photographed rehearsals and designed posters for the show Caretake of Her showcased at Sanguine Theater Company's Spring Break Festival 2023.

Skills

Design

Immersive Media
Web & Motion
Logo & Brand Identity
Video & Film
Projection Design
Poster Design
Photography

Technology

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

Awards & Activities

GDUSA Graphic Design Award Winner

December 2022

Design Philadelphia

Work showcased in 2021

3POP (Three Plays, One Party)

Producer and Art Director, 2024