

Lauren Anderson

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Versatile graphic designer with 6 years of agency experience executing high-quality design across digital, print, and experiential channels. Skilled at translating creative direction into polished assets, managing multiple projects simultaneously, and collaborating with cross-functional teams to deliver on-brand work that drives results.

WORK EXPERIENCE

Madden Media Agency - Remote

December 2021 – Present

Senior Graphic Designer (2025 - Present)

Graphic Designer (2023-2025)

Junior Graphic Designer (2021-2023)

- Designed visual content establishing reinforcement in brand identity across print, digital, social media graphics, email, and web platforms for national tourism brands; driving 10-15% increases in audience engagement.
- Integrated AI design tools into creative workflows to ideate, generate, and refine visual assets, reducing concept-to-execution time while maintaining brand standards and design quality.
- Collaborated with copywriters, marketers, and business leaders to translate brand strategies into platform-appropriate creative that achieved measurable business results and drove 10-15% client account growth.
- Orchestrated creative direction and WordPress development for Visit Santa Ynez Valley and Discover Santa Clara websites using Figma, improving user experience and reducing bounce rates by 10-20%.
- Executed the full design and user experience for the Grand Canyon West App, which earned the HSMAI 2023 Silver Adrian Award for excellence in destination marketing.

Outright Agency - Remote

May 2021 - August 2021

Graphic Designer Intern

- Developed design solutions for PhRMA, NIRH, and Novartis campaigns across digital, print, and social platforms, applying design principles and typography expertise to strengthen brand consistency.
- Produced high-quality banner ads, brochures, email graphics, landing pages, and out-of-home (OOH) advertising supporting integrated marketing campaigns and reinforcing brand identity.
- Built comprehensive brand guidelines, presentation templates, and workflow-ready design components that improved team collaboration and maintained cohesive brand presence.

West Liberty University - West Liberty, WV

August 2020 - August 2021

Graphic Designer Intern

- Designed branding, campaigns, and marketing materials for university departments, foundation, athletics, and student organizations, enhancing audience connection and engagement.
- Oversaw end-to-end creation of 100+ page centennial publication, managing layout design, editing, vendor communication, and print preparation while adhering to timelines and budgets.

EDUCATION

West Liberty University - West Liberty, WV

August 2018 - August 2021

Bachelors of Science, Visual Communication and Design

AWARDS & SKILLS

- **Design Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), Figma.
- **Specializations:** Brand identity development, design systems, typography, color theory, campaign design, video production, web design (HTML, CSS, WordPress), digital marketing, UI/UX design, storytelling, motion design, creative design, presentation design.
- **Core Competencies:** Cross-functional collaboration, visual brand development, brand guidelines adherence, process management, trend awareness, leadership, cross-team communication & collaboration.