



LAUREN BEAUDRY

Graphic Designer ♦ UI/UX Designer

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513.800.8009

SKILLS



Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Premiere Pro

Adobe Bridge

Adobe Lightroom

Adobe After Effects

Adobe Audition

Basic HTML/CSS

Sketch

Figma

InVision

Google Suite

Microsoft Office Suite

Illustration (traditional)

Digital photography

Nikon D3400

EXPERIENCE



Designer, Snow Commerce, Cincinnati, OH

June 2020–Present

- Created lookbooks featuring mocked-up product shots, lifestyle images, and branding elements
- Responsible for revising client e-commerce website pages to increase user conversion rates
- Designed graphic, layout, and production materials used for merchandise
- Developed designs for email newsletters, Facebook pages, Twitter accounts, and other social media outlets
- Ensured digital creative is compatible with the client's brand parameters and legal guidelines
- Shipped and received product samples- performing quality assessment and verifying that the specifications are accurate
- Navigated client's online portals to collect assets, submit work, and gather data for cataloging purposes
- Collaborated with clients to develop growth strategies and resolve issues with creative solutions
- Worked within short time constraints to optimize product revenue

Design Intern, Five Rivers Health Centers, Dayton, OH

April 2020–May 2020

- Designed a revised website for Five Rivers Health Centers that focuses on accessibility for users and streamlined navigation with consistent, visually appealing, and on-brand content
- Conducted website audit, sitemap, wireframes, moodboards, and prototyped designed screens
- Identified areas that can easily be updated by Five Rivers staff to communicate information to various stakeholders
- Enhanced user experience and provided guidance for patients during COVID-19 pandemic

EDUCATION



The Modern College of Design, Dayton, OH

August 2018–May 2020

Associate Degree of Applied Business in Design

3.95 GPA

- Technical courses in traditional print/package design, web design, UI/UX, introductory web development, photography, videography, animation, and illustration, as well as general education courses in English, art history, psychology, marketing, and communications
- Creative director of winning student group that redesigned collateral and branding for 2020 AAF Dayton Hermes Awards
- Received Award of Excellence for cumulative GPA of 3.75+ and achieving perfect attendance for Fall 2018 semester
- Attended an AAF Dayton professional networking event featuring Tom Cocke, group creative director of The Buntin Group in Nashville, TN
- Attended AIGA Cincinnati Agency Hop and "Emerge" Mini-Conference for new designers
- Served as college representative for The Modern at William Mason High School, showing work, discussing the college experience, and how the graphic design industry works

William Mason High School, Mason, OH

August 2014–June 2018

3.98 GPA