



# LAUREN BEAUDRY

Graphic Designer ♦ UI/UX Designer

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513.800.8009

## SKILLS



Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Adobe Premiere Pro

Adobe Bridge

Adobe Lightroom

Basic HTML/CSS

Mailchimp

Klaviyo

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 guidelines
- 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

Sales Associate, Michaels, West Chester, OH

February 2019–August 2019

- Maintained cash register and ensured store cleanliness standards
- Face painted and taught crafts for children's birthday parties
- Assisted in product stocking, recovery, and inventory organization

## 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 a Graphic Design USA Graphic Design Award for a winning branding project
- Received Award of Excellence for cumulative GPA of 3.75+ and achieving perfect attendance for Fall 2018 semester
- Attended AIGA Cincinnati Agency Hop and "Emerge" Mini-Conference for new designers
- Attended an AAF Dayton professional networking event featuring Tom Cocke, group creative director of The Buntin Group in Nashville, TN

William Mason High School, Mason, OH

August 2014–June 2018

3.98 GPA