

LAUREN SIMPSON

Versatile graphic designer with a passion for crafting compelling visual narratives and user experiences across print, editorial, and digital platforms. With a modern and adaptive design style shaped by diverse experiences in entertainment, government, and freelance work, I aim to bring creativity, precision, and innovation to every project I am involved in. Thank you for taking the time to review my materials.

CONTACT

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LCScreative.com

EDUCATION

Emerson College

2017 - 2021

BFA Visual Media Arts
Minor Writing

SKILLS

- Adobe Programs: Photoshop, Illustrator, InDesign, Premiere, AfterEffects, Acrobat, Lightroom
- Microsoft Office
- Misc Programs: Wordpress, Keynote, Canva, Outlook, Gmail, Vimeo, Box, Wrike, Figma
- UI/UX Design
- Production, Photography, Videography
- Print and Digital Media
- Visual Identity
- Typography and Layouts
- Editorial, Print, Interactive, and Digital Storytelling
- Social Media: Instagram, TikTok, X(Twitter)
- Key Art creation and project management
- Problem-Solving and Strategic Thinking
- Manage Production Schedules
- Coordinating Collaboration Cross-Departmentally
- Detail-Oriented
- Effective Communicator

SPECIAL PROGRAMS

- Emerson College Los Angeles Internship Program
- Florence University of the Arts Abroad Program
- Champlain College Young Writers Conference
- Concord Regional Technical Graphic Design Certification Program
- Global Leadership Program : Costa Rica

WORK EXPERIENCE

Graphic Designer

Breck Inc. April 2024 - Current
Washington, D.C.

- Create high-quality narrative editorial, digital, interactive, and print designs while collaborating with an award-winning design team
- Lead social media manager, photographer, and videography efforts, often traveling for events for clients such as the U.S. Army
- Animate and edit monthly spotlight videos showcasing Federally recognized events for the Department of Homeland Security.
- Utilization of Adobe programs such as Photoshop, Illustrator, InDesign, Lightroom, AfterEffects, and Acrobat
- Adhere to brand guidelines while contributing to and evolving the visual identity of projects
- Consistently displaying self-starter qualities by assisting other designers by introducing problem-solving solutions and taking over projects to balance workloads across team

Graphic Designer

Metro-Goldwyn-Mayer // Amazon May 2022 - April 2024
Beverly Hills, CA

- Lead design efforts for new projects from conceptualization to presentation materials shown to clients while working in tandem cross-departmentally and with industry-leading producers to achieve high-quality standards
- Utilization of various Adobe and Microsoft programs
- Manage, organize, and maintain design assets for 15+ ongoing projects at different stages of development at a time
- Effectively communicate with other designers and coordinators to revise projects and propel them through rounds of revisions from executives and major network clients such as FOX, NBC, Netflix, and Prime Video.
- Delivery of high-quality, on-brand assets including banner ads, e-blasts, socials, event signage, and other marketing communications
- Social media management

Design Development Assistant

Glassman Media May 2021 - May 2022
Burbank, CA

- Design and execute pitch decks for presentations with potential buyers and networks
- Assist in the development of a variety of unscripted shows, from pitching original projects to refining and fine-tuning the creative vision of producers in current projects
- Conduct research for upcoming projects
- Complete construction and maintenance of company website
- Follow projects from conception to on-site production and post-production in-house editing efforts

Freelance Production and Design

Self-Employed Sept 2020 - Current
NH, MA, CA +

- Pioneer of promotional video projects through pitching, development, production, and post for clients such as Milk-Bone, Cowabungas, GrubHub, and more
- Write and lead several commercial shoots in collaboration with Dreamer Digital for clients such as Demetrio's Painting Co. and Cookie's Cafe
- Manage unscripted content for T.J.L Summer Sacrifice and IM Group
- Coordinate and execute photoshoots for various restaurants
- Creation of cohesive brand identity and website for brands such as Move More Fitness
- Logo creation

Production + Development Intern

First Gen Media + Radio
Nashua, NH | Dec 2020 - May 2021

- Managed social media output to create a cohesive brand identity
- Shot and edited 2+ one-hour radio shows videos, 4+ clips per show, and edited 50+ photos per week
- Established relationships with clients in order to develop strategic media outreach plans for companies

Development Intern

Highland Film Group
Los Angeles, CA | Jan 2021 - May 2021

- Pitched and consulted on proposed projects
- Researched and analyzed 2+ projects per week through script coverage
- Provided insight and consulted in domestic and international development meetings