

Lauren Kate Robinson

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Education

Auburn University ✦ May 2018

Bachelor of Fine Arts
Major: Graphic Design
Minor: Business
Suma Cum Laude

Skills

Publication Design
User Interface Design (UI)
User Experience Design (UX)
Search Engine Optimization (SEO)
Branding Design
Ad Design
Photo Editing

Software

Adobe InDesign ✦ Highly Proficient
Adobe Photoshop ✦ Highly Proficient
Adobe Illustrator ✦ Highly Proficient
Adobe Xd ✦ Highly Proficient
WordPress ✦ Highly Proficient
Elementor ✦ Highly Proficient
Adobe Premier Rush ✦ Proficient

Design Experience

CMC Publications ✦ December 2018 – Present

Sr. Graphic Designer – Multimedia ✦ July 2022 – Present

Responsibilities include designing article layouts, magazine covers, digital and print ads, and social media graphics for three publications (*CityScope*®, *HealthScope*®, and *Choose Chattanooga*® – *Chattanooga Resource and Relocation Guide*®) totaling 16 issues annually; designing and building websites for CMC brands and clients using WordPress and Elementor with SEO and conversions in mind; managing and maintaining company and client websites and coordinating magazine content uploads; overseeing social media for CMC brands and assisting in content planning; supervising graphic design intern; assisting in training and onboarding of new art department hires

Design ✦ December 2018 – July 2022

Responsibilities included designing article layouts, digital and print ads, and social media graphics for three publications (*CityScope*®, *HealthScope*®, and *Choose Chattanooga*® – *Chattanooga Resource and Relocation Guide*®) totaling 16 issues annually; implementing search engine optimization (SEO) tactics and updating web content across multiple websites; planning and scheduling social media posts across multiple brands and accounts

The Lifting Lab, Freelance Branding & Web Design ✦ January 2023 – Present

Currently designing and developing new website for The Lifting Lab gym in Findlay, OH; created branding to coordinate with the Anna Ferrero Fitness brand

Maverick Dance Alliance, Freelance Branding ✦ March – June 2022

Designed logo for Maverick Dance Alliance dance studio and helped select brand fonts to align with their established identity

Anna Ferrero Fitness, Freelance Branding ✦ November 2021 – January 2022

Designed logo, graphics, and business cards for Anna Ferrero Fitness personal training in Findlay, OH; established brand fonts and colors; provided digital marketing consultation

Agile Microsystems ✦ Summer 2018 & December 2019

Freelance Branding & Brochure Design ✦ December 2019

Created variation of Agile Microsystems logo for their Agile Home Automation division; designed business cards; designed brochure, event banner, and logo for the EZ Home Control home automation app

Freelance Branding & App Design ✦ Summer 2018

Designed logo and established brand identity for Agile Microsystems app design company; designed app icon and user interface for Loan Payoff Calculator app

Lakeview Baptist Church, Freelance Print Design ✦ Fall 2017 – Spring 2018

Collaborated with fellow student designer to redesign and produce weekly print materials for Lakeview Baptist Church children's ministry in Auburn, AL

Primal Core Fitness, Freelance Branding ✦ Summer 2017

Designed logo and established brand fonts and colors for Primal Core Fitness personal training in Chattanooga, TN