

LAUREN MITCHELL

Orlando, Florida, United States

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LAUREN-PROFETA.COM

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EXPERIENCE

Senior Graphic Designer

Dr. Phillips Center for the Performing Arts

March 2020-Present

- Designing marketing materials, including digital and print collateral, social media graphics and more for shows, performing arts classes and overall brand needs — as well as department-specific initiatives and campaigns, including annual reports, event and environmental branding/graphics and presentation decks.
- Collaborating with the creative director on high-profile design projects like the award-winning Frontyard Festival™ and second grand opening of the arts center with Steinmetz Hall, Judson's and The Residency Festival.
- Upholding and evolving brand standards and style guides, and educating colleagues on the brand.
- Mentoring and managing creative team members, especially in periods without other creative leadership.
- Photographing and editing images of shows, performing arts classes, special events and more.
- Established the guide for creative team best practices and onboarding.
- Led the initiative for digital asset management of the entire photo and graphic design catalog.

Skills: Adobe Creative Suite CC: InDesign, Illustrator, Photoshop, Acrobat, Lightroom, After Effects; logo design; branding; digital design: banner ads, email templates, marketing collateral, social media; presentation design; photography: shooting, image editing and archiving; Figma; Workamajig; WordPress; Mailchimp; digital asset management (Widen); Microsoft Office: PowerPoint, Word, Excel; Google: Slides, Docs, Sheets; Apple Keynote.

Adjunct Professor

Stetson University

July 2022-June 2023

- Adjunct professor of graphic design with an in-person class of 20 students for the fall and spring semesters.
- Taught principles of graphic design, including the basics of color theory, typography, formatting and layout, visual identity, Figma, Illustrator and InDesign.
- Led class discussions and tutorials, and provided 1:1 feedback, mentorship and constructive critiques for students.

Graphic Designer

Orlando Science Center

March 2018-March 2020

- Designed artwork and layouts for print and digital signage, banners, posters, publications and flyers for education, philanthropy, events and exhibits.
- Designed for exhibits and the annual gala, including artwork, signage, large-scale murals, exhibit labels, programs and event pieces.
- Prepared pieces to be print-ready and worked with external print houses to obtain quotes and do press checks.

Skills: Adobe Creative Suite CC: InDesign, Illustrator, Photoshop, Acrobat, Lightroom; logo design; print design; digital design: banner ads, email templates, marketing collateral; social media design; Teamwork; Mailchimp; Microsoft Office: PowerPoint, Word, Excel; Google: Slides, Docs, Sheets; Apple Keynote; large-format printing, exhibit design and installation.

Instructor & Designer

Click & Company

September 2014-March 2018

- Photography instructor for two Click Photo School classes: "The Documentary Approach" and "The Full Frame", which ran three times a year for 70-95 students.
- Graphic designer for Click & Co. — created weekly emails in Mailchimp, made forum image banners in Photoshop and designed workshop instructional PDFs in InDesign.

Skills: Adobe Creative Suite CC: InDesign, Illustrator, Photoshop, Acrobat, Lightroom; Print & Digital Design; Social Media design; Photography: shooting, image editing & archiving; Asana; Mailchimp; Microsoft Office: PowerPoint, Word, Teaching: lesson plans, mentorship, critique & review

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EXPERIENCE (Continued)

Graphic Designer

Barn Light Electric

January 2010-June 2015

- Designed all materials for print and web, including annual catalog publications, website graphics, press kits, brochures, magazine ads, blog ads, weekly emails, sale and promotional materials, business cards and packaging.
- Collaborated with the marketing department on ad campaigns and social media needs.
- Photographed and art directed product shoots and in-setting images.
- Supervised and provided artistic and styling guidance for other photographers during shoots.

Skills: Adobe Creative Suite CC: InDesign, Illustrator, Photoshop, Acrobat, Lightroom; Logo Design; Branding; Print Design; Digital Design: banner ads, email templates, marketing collateral; Social Media design; Photography: shooting, image editing & archiving; Asana; Wordpress; Mailchimp; Microsoft Office: Powerpoint, Word, Excel; Printing Processes: Preflight & Press Checks

Graphic Designer

Henry M. Jackson Foundation

January 2008-October 2008

- Designed and created camera-ready artwork for various print publications, including insurance brochures, research posters, illustrations, business cards, name tags, conference materials and oversized expo displays.
- Served as the liaison to printers and attended press checks.
- Attended expos and conferences as a photographer and archived photographs in Adobe Lightroom.

Skills: Adobe Creative Suite CC: InDesign, Illustrator, Photoshop, Acrobat, Lightroom; Branding; Print & Digital Design; Trade show & event design; Photography: shooting, image editing & archiving; Microsoft Office: Powerpoint, Word, Excel; Printing Processes: Preflight & Press Checks

EDUCATION

San Diego State University

BA Graphic Design / Art History

2006

SKILLS

Adobe InDesign • Adobe Illustrator • Adobe Photoshop • Adobe After Effects • Graphic Design • Digital Asset Management • User Experience (UX) Principles • Figma (Software) • Branding • AI • Photography: shooting, image editing & archiving • HTML5/CSS • Asana, Teamwork, Workfront & Workamajig • Mailchimp • Microsoft Office: Powerpoint, Word & Excel

Creativity • Multi-Tasking • Reliability • Flexibility & Adaptability • Time Management • Problem Solving • Ability to Work Under Pressure with tight deadlines

AWARDS & RECOGNITIONS

Permanent Collection - Southeast Museum of Photography

Aug 2022

Florida Prize - Orlando Museum of Art

Jun 2021