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## EMPLOYMENT

### InkHouse

*Senior Visual Designer/Manager*, Waltham, MA, March 2014–Present

Offered art direction to designers and account teams as well as actively took part in all design projects which included websites, microsites, interactive media, branding, and environmental design. Focused on inclusive design principles including accessibility when tackling user experience challenges. Created low and high-fidelity prototypes for user testing and client feedback using Adobe UX, InVision, and POP. Conducted surveys, interviews, as well as empathy and journey mapping during the user research phase. Clients included Converse, inrupt, ERA Coalition, Acacia, Neoscape, Skanska, Honeywell, National Grid, NAI Hunneman, and GE.

### Overdrive Interactive

*Lead Interactive Designer*, Allston, MA, November 2011–March 2014

Led a small team of designers in a fast-paced, agency environment. Designed a wide range of digital media including websites, landing pages, facebook applications, social media campaigns, emails, and animations. Developed a deeper understanding for UX design by creating architecturally sound wireframes and collaborating with developers to incorporate functionality. Instilled and emphasized process within the company infrastructure. Clients included Samsonite, AAA, Brigham and Women's Hospital, Boston Acoustics, Denon, and John Hancock.

### Lauren McAuliffe Design

*Freelance Designer & Front End Developer*, Cambridge, MA, September 2010–March 2014

Specialized in web design and front-end development from initial concepts and wireframes to building functional sites using HTML/CSS and Javascript. Also focused on brand development for small businesses, which entailed extensive research before delivering a conceptually strong identity, refined brand guidelines, and marketing strategies. Clients included Wellesley College, Commonwealth Cycles, Edible Endurance, and The Art Institute of Boston.

### Dorel Juvenile Group

*Designer/Production Artist*, Foxboro, MA, September 2010–August 2011

Designed and produced packaging according to the new brand standards for all Safety 1st products. Illustrated patterns, print repeats, and motifs for textiles used on small furniture. Created pixel-perfect renderings for new product lines and features. Clients included Babies "R" Us, Walmart, and Target.

### Art Institute of Boston at Lesley University

*Adjunct Design Faculty*, Boston, MA, July 2010–April 2011

Taught foundational techniques of Graphic Design to high school students at a pre-college level. Discussed fundamental elements in design such as scale, juxtaposition, alignment, hierarchy, and typography.

### Cynthia Frawley Graphic Design

*Graphic Designer & Front End Developer*, Cambridge, MA, August 2008–September 2010

Designed and developed websites for individuals and small businesses. Produced various print materials, such as brochures, newsletters, posters, stationery and direct mail. Involved throughout the production process and estimating costs. Clients included Harvard School of Public Health, Tufts University, Men With Heart, and Somerville Garden Club.

## EDUCATION

Bachelor of Fine Arts, Graphic Design

The Art Institute of Boston at Lesley University, Boston, MA

Graduated January 2010

User Experience Bootcamp

General Assembly, Boston, MA

March 2016

Intro to UI Design

General Assembly, Boston, MA

November 2017

## SKILLS & SOFTWARE EXPERIENCE

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe XD

Sketch

InVision

HTML5/CSS

Responsive Design/Layout

Low/High-Fidelity Prototyping

## EXHIBITIONS & AWARDS

*Bell Ringer Award*, Digital or Printed Collateral, 2018

*Graphic Design USA Award*, 2016 & 2017

*Internet Advertising Competition (IAC)*, Best Education Online Ad 2013

*Internet Advertising Competition (IAC)*, Best Medical Interactive Application 2012

*AIGA Boston: New Voices, Unique Visions*, Best of the Student Design Community 2010