

Lauren LABICK

GRAPHIC DESIGNER

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EXPERIENCE

BEMARKETING | PLYMOUTH MEETING, PA

Senior Graphic Designer

November 2022 - Present

At beMarketing, my sole responsibility is designing graphics including print work, logos, digital ads, website mockups, trade show displays, vehicle wraps, billboards, and promotional product mockups for our sister company, bePromoting. As a senior designer, I help proof other designers' work and provide constructive feedback as well as manage our interns. I also lead a Visual Brand Committee involving team members across departments to audit client websites and social media pages regularly. This ensures their brands are properly maintained and we collectively brainstorm new design strategies each quarter.

NAVITAS MARKETING | TROOPER, PA

Associate Director of Creative Design
Creative Designer

June 2021 - November 2022
February 2016 - June 2021

As Associate Director of Creative Design, I was responsible for maintaining brands and implementing new creative strategies for Navitas and our clients. Along with brand establishment and logo design, I created print marketing materials, designed and maintained websites using WordPress, created Google display and social media ad campaigns, content writing, and video editing. I managed my own projects and worked one-on-one with clients daily while maintaining ongoing, positive relationships. In 2021, I was promoted to Associate Director of Creative Design. New responsibilities included managing our web developers and making key decisions when it came to our brand as well as clients.

MINUTEMAN PRESS | ALLENTOWN, PA

Graphic Designer

February 2015 - February 2016

I was responsible for designing printed materials; paper and beyond. I assisted clients in deciphering their business needs and provided appropriate print marketing solutions to brand and promote their businesses. While at Minuteman, I attended trade shows to further my knowledge of promotional products. On the side of my design duty, I was a customer service/sales rep, a quote generator, accounts receivable, and a print production operator.

PRINT PLUS | PHILLIPSBURG, NJ

Graphic Designer

July 2014 - February 2015

I designed printed materials for local businesses including business cards, stationery, flyers, menus, invitations, and more. I also published a township newsletter every month involving advertisements and articles.

EDUCATION

EAST STROUDSBURG UNIVERSITY OF PENNSYLVANIA

Art & Design, B.A.

May 2014

- Academic Deans List
- Co-founder of the campus design agency; New Mind Designs
- Sculpture installment presented in the University Research Symposium
- Artwork and graphics presented in Madelon Powers Art Gallery

SKILLS

PROGRAMS & SOFTWARE

Adobe InDesign CC
Adobe Illustrator CC
Adobe Photoshop CC
Adobe XD CC
Adobe Premiere CC
WordPress
Divi Theme Builder
Elementor
WooCommerce
Canva
ClickUp
Asana
Basecamp
Microsoft Office

AREAS OF EXPERTISE

Visual Identity
Logo Design
Brand Guidelines
Website Design
Display Ad Design
Social Media Ad Design
Publication Design
Trade Show Design
Package Design
Direct Mail
Stationery Design
Vehicle Wraps
Billboard Design
Promotional Products
File/Print Preparation
Video Editing