



# LAUREN T. NELSON

GRAPHIC DESIGNER

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 📍 McKinney, TX

Hi, I'm Lauren and designing is one of my passions. I'm a flexible, well-rounded, organized creative with an eagerness to learn. I have the ability to handle multiple assignments and meet every deadline without compromising on quality. I excel in a fast-paced, team environment—especially on a team with an affinity for Star Wars, Marvel, and having fun. I know the Creative Suite like the back of my hand and can design for digital, print, and motion.

## EDUCATION

**BFA in Communication Design;**  
 Minor in Mass Communication  
 TEXAS STATE UNIVERSITY  
 August 2014 – May 2018

Involved in the Baptist Student Ministry, Page Designer for the University Star (newspaper), Boko the Bobcat (mascot), Honors College

## HONORS

**Gold** — Digital Marketing Campaign  
 AVA Digital Awards  
 January 2021

**Gold** — Strategic Programs  
 Hermes Creative Awards  
 April 2021

**Bronze** — Branding and Digital Campaigns  
 Indigo Design Awards  
 April 2021

## WORK EXPERIENCE

### BALFOUR & CO. / ICONIC GROUP (Dallas, TX)

Graphic Designer | Oct. 2021 – Present

Junior Graphic Designer | Sept. 2019 – Sept. 2021

- Personally executed on high-profile special projects including annual scholastic printed campaigns and custom materials for top-tier clients
- Assisted in the branding of two new class jewelry campaign launches (Balfour | Kendra Scott and University Collection by Balfour™) including logo design, pattern/icon design, packaging, brand guide creation, landing page design, UX/UI mockups, marketing email design, social media assets, digital brochures and fliers, and web assets
- Drafted print and digital templates for both high school and college marketing materials
- Conceptualize landing pages for various product categories and help with designing home page assets (updated monthly)
- Redesigned templates for weekly marketing emails, transformed PSD templates into HTML with live text, learned how to build within Acoustic/Silverpop and Klaviyo email platforms, and now aid in content creation for marketing emails
- Assisted with several photoshoots (both in studio and on location) from planning to budgeting, booking, prop finding and art directing for various product photography

### ANCHOR CHURCH (McKinney, TX)

Graphic Designer | Oct. 2021 – Present

- Create promotional graphics used in Sunday services, on the website, in emails and social media
- Branding and developing each sermon series package and creating logos for ministries as needed

## SKILLS & SOFTWARE

Typography

UX / UI Design

Concepting

Problem Solving

Research

Prototyping

Microsoft Office

Photoshop

Illustrator

InDesign

Dreamweaver

Premiere Pro

After Effects

Acrobat

Sketch

InVision

HTML / CSS

Printmaking

Photography

Guitar

French Horn