

LT Lauren Todd

OBJECTIVE

To obtain a creative role in a visually collaborative environment with the opportunity for advancement.

PROFESSIONAL EXPERIENCE

Graphic Designer, Production Artist, & Photographer

September 2008 - Present | Grotto Pizza, Inc. | Delaware/Statewide

- Promoted from Supervisor to in-house Graphic Designer upon receipt of Bachelor's Degree
- Develop marketing materials for 20 locations, working within both loose and tight deadlines
- Created a unique brand and visual system for all creative development
- Develop creative materials that simplify complex messages
- Collaborate with operational and marketing teams to develop campaigns by contributing ideas during strategic and conceptual brainstorming sessions
- Create motion graphics for digital marquees and develop schedules for each location based on demographic and time of day
- Coordinate creative for each location based on their own unique needs
- Photograph menu items, stock footage, and special events while compiling a database for all images

Supervisor

April 2003 - September 2008 | Grotto Pizza, Inc. | Delaware/Statewide

- Worked individually and as part of a team in a fast-paced, high-volume environment while adhering to a mission of exceptional customer service
- Delegation, money management, invoices, inventory, scheduling, and other managerial tasks

EDUCATION

MA Graphic Design

2013 - 2017 | Academy of Art University | San Francisco, CA

BS Interactive Multimedia Design & Communications

2003 - 2008 | Wilmington University | New Castle, DE 19720

SKILLS & CAPABILITIES

Software: Adobe Creative Cloud, Microsoft Office, Yesco, Watchfire, and Ooh! Media

Knowledge: Print & Digital Design, Typography, Grid & Layout, Design Principles & Strategy, Branding, Photography, Motion Graphics, Responsive Design, Campaign Management, Website & Social Media Content Management

Application: Identity, Book & Brochure Design, Package Design, Product Photography, Print & Digital Advertising