

LAUREN NORTIER

Lead Visual Designer | laurenbydesign.com | lvnortier@gmail.com | linkedin.com/in/laurennortier/

Hi I'm Lauren! I am a Lead Visual Designer focused on helping companies develop their visual brand through digital material, web design, and social media presence.

EXPERIENCE

CHICAGO INNOVATION

Chicago Innovation is a non-profit that focus on educating, connecting, and celebrating innovators around the city by executing informational events as well as managing three separate mentoring programs.

Senior Graphic Designer | Feb 2023 - present

- Delivers a range of concepts to any given presentation, and leads all bi-weekly design meetings.
- Assists in reimagining branding for in person events.
- Mentors summer interns on additional design projects.

Graphic Designer & Social Media Manager | June 2021 - Feb 2023

- Spearheads visual design by providing new ideas and branding materials to reinvigorate their visual brand identity.
- Conceptualizes and executes billboards projected on 500 CTA buses and 200 digital CTA / Metra screens.
- Supervises a bi-weekly social media plan to boost post consistency and engagement, which grew an average of 189% across all platforms in 2021.

LAURENBYDESIGN FREELANCE

Freelance Web and Branding Designer | June 2021 - present

LaurenByDesign is a personal freelance business that focuses on helping clients build out their brands by creating guidelines, logos, websites, and other digital material.

TINY MARKETING

Tiny Marketing is a B2B company that helps small teams with small budgets get actionable marketing tips.

Freelance Graphic Designer | Sept 2020 - June 2021

- Redesigned digital material for clients, ranging from social media banners to website mockups to create a strong and visually consistent brand image.
- Developed Wordpress site from design mockups to full implementation.
- Optimized workflow with four different clients by setting weekly check in meetings and utilizing Trello for project management.

EDUCATION

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

BFA Industrial Design
2017-2021

SKILLS

Design Thinking
Brand Design
Web Design
Logo Design
Responsive Design
Leadership
Management & Organization
Adaptability
Communication

PROFICIENCIES

Adobe Creative Suite
Illustrator
InDesign
Photoshop
Adobe XD
Dreamweaver
After Effects
Figma
Wordpress
GoDaddy
Squarespace
Wix
Adobe Acrobat
Trello
Microsoft Suite
G Suite