

LAUREN NORTIER

Lead Visual Designer | laurenbydesign.com | lvnortier@gmail.com | [linkedin.com/in/laurennortier/](https://www.linkedin.com/in/laurennortier/)

Hi! I'm Lauren, a Lead Visual Designer dedicated to elevating companies' brands through print, digital, web and social media design.

EXPERIENCE

CHICAGO INNOVATION

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

Senior Graphic Designer | Feb 2023 - present

- Conceptualizes and executes billboards projected on 500 CTA buses as well as 200 digital CTA and Metra screens across the Chicagoland area.
- Spearheads the development and curation of new ideas on branding image for in person events.
- Manages up to 5 projects at once, with adaptability when last minute assignments arise.
- Executes monthly newsletters and digital campaigns reaching our audience of 41,000 recipients.
- Collaborates with Crain's Chicago Business in the development of a media campaign spanning both printed and digital mediums.
- Displays drive to stay up to date on current programs and skills while actively learning new skills such as HTML and Adobe After Effects to stay on the bleeding edge of the industry.
- Serves as the primary liaison to commercial printing partner to spearhead online merchandise shop, promoting our main brand.

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

- Developed branding kit available on shared team drive, which included logos, fonts, colorways, and hex codes for our main brand and programs.
- Created promotional flyers and digital assets for all three of our mentoring programs to encourage mentees to join each program every six months.
- Revitalized all logo assets for our transition to the Illinois Student Invention Convention (ISIC) from the Chicago Student Invention Convention (CSIC) to align with the parent brand, Chicago Innovation.
- Mapped out and designed 2 websites. One for our main brand, (chicagoinnovation.com) and the second for our student invention convention program, (inventionconvention.chicagoinnovation.com).
- Supervised a bi-weekly social media plan to boost post consistency and engagement, which grew an average of 189% across all platforms in 2021.

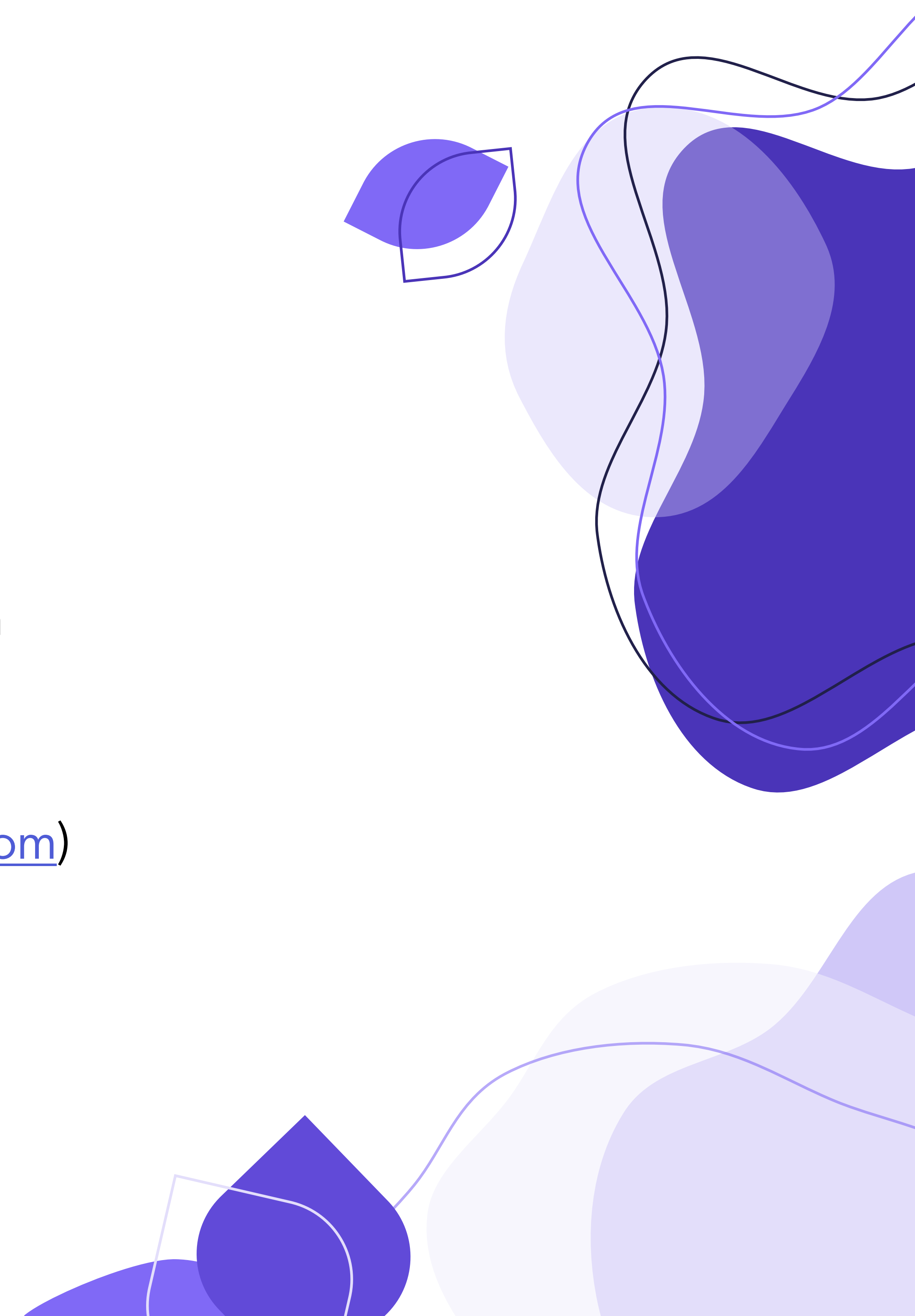
EDUCATION

BFA INDUSTRIAL DESIGN

University of Illinois at Urbana-Champaign

PROFICIENCIES

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



ENTREPRENEURIAL EXPERIENCE

LAURENBYDESIGN

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

I Consult Group | 2022 - present

- Defined branding by constructing full branding kit, which helped identify how to update website.
- Collaborated with client to refresh GoDaddy site and improve products and services offerings.
- Updated website: iconsultgroup.us

McKinley & Company | 2021 - 2022

- Reorganized information architecture to improve user experience.
- Redesigned each page to align with branding, based off of new homepage format.
- Final website: mckinleyandco.com

Lacoya LaShawn | Sept 2020 - Dec 2020

- Full Wordpress design and implementation: lacoyalashawn.com
- View project progress at: laurenbydesign.com/lacoya

TINY MARKETING

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

Freelance Visual Designer | Sept 2020 - June 2021

- Redesigned digital material for clients, ranging from social media banners to website mockups, creating 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.

DESIGN SKILLS

Brand Design
Web Design
Design Thinking
Logo Design
Responsive Design

PERSONAL SKILLS

Adaptability
Communication
Leadership
Management & Organization

MORE ABOUT ME



Aspiring early morning person



Avid classic rock enthusiast



Creative cook and pastry maker