

# LAUREN WIGINTON

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online portfolio: laurenwiginton.com

## EXPERIENCE

### Liquidus Marketing

Graphic Designer // Apr 2016—Present

Create the look for dynamic digital ad templates

Collaborate with developers to produce digital ads for CPG clients

### Follett Higher Education Group

Intermediate Graphic Designer // Nov 2014—Feb 2016

Art directed Follett's 2015 campus sign kit, distributed to over 900 campus stores

Collaborated with marketing, email, and social analysts to develop campaigns

Wrote copy for international print and digital campaigns facing a youth audience

Innovated design solutions in a fast-paced, in-house design department

### Copeland Advertising

Graphic Designer // Nov 2011—Oct 2014

Designed layouts for AT&T Mobile inline with AT&T brand standards

Wrote copy for national AT&T print campaigns

Produced both web and print-ready files for AT&T Corporate

Acquired pro-bono business to develop new skill sets

### Georgia State University Student Center

Graphics Assistant // Jan 2011—May 2011

Art directed and designed a "GSU Night @ Six Flags" program that ran for 3 years

Developed concepts and art directed promotions for campus events

### Fanbolt.com

Graphic Design Intern // Jan 2010—May 2010

Contributed, updated and maintained original content and graphics

Produced web-ready graphics inline with Fanbolt's branding

Interviewed talent from the entertainment industry, including Sarah Silverman

### Randall-Paulson Architects

Graphic Design Intern // Mar 2008—Jan 2009

Created architectural renderings based on Auto-CAD drawings

Developed graphics and print materials for internal events

## EDUCATION

**BFA in Graphic Design** from Georgia State University // 2011

## SKILLS

Strong written communication and copywriting skills

**Proficiency** // Adobe Illustrator, Photoshop, InDesign

**Familiarity** // HTML & CSS, WordPress, Dreamweaver, After Effects

## ACHIEVEMENTS

**IOPP Southeast Conference 48 HR Repack Competition** // 2010

First Place for Sustainable Peanut Butter Repackaging Design