

LAUREN WIGINTON

678 / 863-9252

findme@laurenwiginton.com

online portfolio: laurenwiginton.com

EXPERIENCE

IN CONNECTED MARKETING

ART DIRECTOR / JUN 2019—CURRENT

- Art directing shopper creative for Tyson and JM Smucker
- Concepting engaging shopper experiences for seasonal incentives
- Presenting creative to both internal teams and clients

LIQUIDUS MARKETING

SENIOR VISUAL DESIGNER / APR 2016—MAY 2019

- Mentored an intern, who was then hired as a junior visual designer
- Managed one of the company's most efficient workflows for my team through Salesforce
- Won client business with high fidelity mock ups of our ad technology
- Designed the look and feel for dynamic digital ad templates
- Collaborated with developers to produce complex digital ads for clients like Glade, Orbit, Oreo, Walgreens, and True Value

FOLLETT HIGHER EDUCATION GROUP

INTERMEDIATE GRAPHIC DESIGNER / NOV 2014—FEB 2016

- Art directed and designed Follett's 2015 campus sign kit, distributed to over 900 campus stores
- Collaborated with marketing, email, and social media analysts to develop full campaigns
- Wrote copy for international print and digital campaigns facing a youth audience
- Innovated creative and cost-effective design solutions in a fast-paced, in-house design department

COPELAND ADVERTISING

GRAPHIC DESIGNER / NOV 2011—OCT 2014

- Designed layouts for AT&T Mobile in line with AT&T brand standards
- Wrote headline 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

EDUCATION

BFA IN GRAPHIC DESIGN from Georgia State University / 2011

KNOWLEDGE

DESIGN SOFTWARE / Adobe Illustrator, Photoshop, InDesign, Sketch

PROJECT MANAGEMENT SOFTWARE / Rally, JIRA, Salesforce

ADDITIONAL SKILLS / Copywriting, Basic knowledge of HTML & CSS

ACHIEVEMENTS

IOPP SOUTHEAST CONFERENCE 48 HR REPACK COMPETITION

First Place for Sustainable Peanut Butter Repackaging Design / 2010