



Lauren Moulton

Graphic Designer

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310.650.3979

TECH SKILLS

- Adobe Creative Suite
- Microsoft Office Suite
- HTML, CSS, Figma
- Quark Xpress
- Keynote
- Eventbrite
- Work Front

SOFT SKILLS

- Teamwork
- Creativity
- Problem-solving
- Detail-Oriented
- Effective Communication
- Adaptability
- Willingness to learn
- Integrity

EDUCATION

Bachelors of Fine Arts in Graphic Design

University of the Pacific
Stockton, CA
2007

Associates Degree in Communications

MiraCosta Community College
Oceanside, CA
2004

PROFILE

Passionate and multi-talented Graphic Design specialist, motivated by an enthusiasm for finding innovative solutions in all creative forms. Digitally savvy creative who excels at adding value at all stages of creative development, from concepts to delivery, in corporate, technology, and entertainment industries. Experienced in developing designs that solve problems, with a strong interest in user experience. Performance driven, both personally and professionally, whether training for a long-distance race, or mastering new programs and processes, to attain desired results.

WORK EXPERIENCE

City National Bank

2014 – present

- Developed overall design concepts and presentation for the first fully digital commercial card campaign that included targeted email and banners for the owned channel offering; landing page spikes ranging from 117% - 457% and generating over a dozen leads.
- Collaborated on campaign design that highlighted our ever-evolving digital capabilities; campaign was featured in Global FinTech and Yahoo! Finance, and saw success across multiple KPIs including increased feature usage, varying between 20% - 51%.
- Partnered with strategy teams to develop A/B test creative across multiple campaigns, gaining further learnings, and ultimately contributing to an archive of insights around effective creative.
- Developed campaign creative for multiple internal programs; designs grew awareness around needs, deadlines, and incentives for engagement while leveraging treatments that drove a holistic internal brand.
- Collaborated with another designer to redesign the Client Onboarding Kit to increase new hire engagement and modernize the design with Next-Level branding.
- Created banners for Commercial Accounts Payable product as a benchmarking exercise to determine targeted owned media opportunities
- Partnered with copywriters, project managers, and printer vendors to deliver against competing timelines and client schedules in a fast-paced, high-volume environment.

Capital Group

2013 – 2014

- Developed business collateral for an international investment management company including sales sheets, fund fact sheets, quarterly reports, brochures, advertisements, and multi-topic power point decks for sales personnel, adhering to strict branding guidelines creating consistency across all collateral pieces.

SEIU United Long Term Care Workers

2010 – 2013

- Collaborated with key principals to execute design projects and enhance the company's visual media objectives by designing posters, flyers, banners, and electoral voting guides that were distributed statewide.