

LAUREN GREY

SENIOR CREATIVE LEADER

Portfolio: lauren-grey.com
847.338.4139 | lauren@lauren-grey.com
LinkedIn: [linkedin.com/in/laurengrey/](https://www.linkedin.com/in/laurengrey/)

EXPERIENCE

Senior Design Manager | Content4Demand | April 2017 – Present

- Manage and execute design deliverables for a wide range clients, including Intel, Microsoft, Box, SAP Concur, Schneider Electric, Equifax, CUNA Credit Union, Rackspace and more.
- Collaborate with team and client contacts to ensure projects stay on-time, on-budget and deliver innovative, creative solutions while adhering to corporate brand standards.
- Source, brief and supervise contract resources in design, programming, and video production.
- Lead team of internal designers and external contractors to achieve results-focused assets.

Lead Art Director | FCB/Hacker Agency | February 2016 – January 2017

- Proposed, created and pitched a strategy to our client, AT&T, which evolved the creative we were testing.
- Utilized tested data to produce creative that increased AT&T market share across the country.
- Collaborated cross-departmentally to create, develop and refine client presentations to include a rationale to support our strategy, design and messaging.
- Achieved a 127% billable utilization rate, the highest in the creative department.
- Actively mentored peers in design, technology, presentation techniques, and strategy.

Associate Art Director | The Mx Group | September 2012 – February 2016

- Strengthened and evolved client brands, created campaign-level concepts and deliverables.
- Co-created award-winning campaign, resulting in a 39% response rate and 62% conversion rate.
- Mentored over 20 peers in career development, communication techniques, and daily performance.
- Nominated for Core Value Awards "Service to Team Over Reliance on Team" and "Openness to Feedback Over Personal Pride."

Graphic Design Specialist | Follett Library Resources | May 2010 – September 2012

- Provided guidance to team of graphic designers and a copywriter.
- Developed key internal relationships to ensure the best use of creative team, resulting in \$100,000+ in yearly savings by eliminating freelance and agency costs.
- Streamlined email campaign process by reducing overhead by 94%, saving 15+ hours of work per campaign.
- Led design execution of international expansion into Singapore. Created print materials and environmental graphics for the high-visibility storefront.

Graphic Designer | Freelance | 2003 - 2010

- Rebranded and developed materials for \$2,000,000 valued software company. Contributed to conceptualization and execution of trade show campaign that helped increase company valuation to \$7,000,000.
- Presented to business groups and Chambers of Commerce on the strategic value of graphic design.
- Networked and built relationships, refining skills in pitching ideas and services.

EDUCATION

UX Design Certification | Springboard | Completed April 2017

User Experience Design | School of Visual Concepts | January 2016

Bachelor of Arts, Graphic Design | University of Wisconsin-Platteville | Class of 1997

SKILLS

Leadership

- Creative Direction
- Team Building
- Strong Communicator
- Mentoring

Design Software

- Photoshop
- Illustrator
- InDesign
- Sketch

Web Skills/Software

- HTML/CSS
- Dreamweaver
- UX/UI Design
- Ceros Platform

MS Office Software

- Word
- PowerPoint
- Excel