

Lauren Grey

Art Director / Senior Creative

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Award-winning senior creative with a wealth of experience and a proven track record of delivering compelling and highly sophisticated design solutions, which consistently leave clients satisfied and with measurable return on investment. Excels at rapid ideation, sketching, and design execution using industry-leading software applications. Advanced team collaboration and mentoring skills.

PROFESSIONAL EXPERIENCE

FCB/HACKER AGENCY – Seattle, WA 2016–2017

Global marketing agency focused on data-measured marketing.

Lead Art Director, AT&T Acquisitions

- Design lead for all of AT&T Acquisition work for direct mail and list-driven digital.
- Utilized tested data to concept, design and execute creative that would increase AT&T market share across the country.
- Created first AT&T direct mail campaign featuring Apple products in 5 years, featuring the iPhone 7.
- Proposed, created and pitched a strategy to our AT&T client which evolved the style of the creative we were testing.
- Maintained a 127% billable utilization rate in 2016, the highest in the creative department.
- Actively mentored peers in design, technology and presentation techniques and strategy.
- Collaborated cross-departmentally with the account team to create, evolve and refine client presentations to include rationale to support our strategy, design and messaging.

THE MX GROUP – Burr Ridge, IL 2012–2015

Design and digital agency leader in B2B marketing.

Associate Art Director

- Developed creative for high-volume, high-spend clients.
- Strengthened and evolved client brands, created campaign-level concepts and execution of deliverables.
- Co-created award-winning dimensional mailer campaign, results were 39% response rate and 62% order conversion rate.
- Designed a direct mailer targeting Department of Transportation engineers with an \$11,000 budget that resulted in contracts for 30 bridges across the U.S.
- Key individual contributor for high-profile design initiatives.
- Mentored up to 20 peers in career development, communication techniques, and daily performance.
- Nominated for Mx Core Value Awards “Service to Team Over Reliance on Team” and “Openness to Feedback Over Personal Pride.”

FOLLETT SCHOOL SOLUTIONS – McHenry, IL 2010–2012

Providing educational content, technologies and products.

Graphic Design Specialist

- Provided guidance to team of three graphic designers and one copywriter. Developed key relationships throughout organization to ensure best use of internal creative team. Resulted in \$100,000+ in yearly savings by eliminating freelance and agency expenditures.
- Streamlined regional email campaign process by reducing overhead by 94%, saving at least 15 labor hours per campaign.
- Managed 400+ of projects per year from conception to completion across all Follett business units.
- Led design execution for international expansion into Singapore. Created print materials and environmental graphics for high-visibility storefront.

FREELANCE – Lake Zurich, IL 2003–2010

Specialized in creation of branding, print & web design and other graphic content for clients.

Art Director

- Self-owned freelance business with long track record of attracting, satisfying, and retaining clients. Independently directed and designed numerous high value campaigns. Majority of clients obtained by client referrals.
- Rebranded and developed materials for \$2,000,000 valued software company. Contributed to conceptualization and execution of trade show campaign that resulted in purchase of the company for \$7,000,000.
- Presented to business groups and Chambers of Commerce on strategic value of graphic design.
- Networked with small and large businesses to build relationships and develop skills to pitch ideas and services.

DUODESIGN – Evanston, IL 2000–2003

Web design agency incubating new concept businesses to gain market position and angel investment.

Art Director

- Senior web designer on creative team. Partnered with creative director to create web designs and presentations as well as broaden service offerings to print media.
- Designed and developed front-end of innovative websites for clients valued between \$250,000 to \$1,000,000.
- Key contributor to evolution from web-only business model to a full-service model. Resulted in clients forming single-source relationships with duoDesign instead of using multiple vendors for marketing materials. Created alignment of design, messaging, and execution of key business objectives – increasing duoDesign’s income stream.
- Developed and implemented collaboration protocol for designers and programmers to align design and site development. Resulted in significant reduction in revisions.

TECHNICAL SKILLS

Proficient in Mac & PC Environments

Design Software

- Photoshop (21 years)
- Illustrator (22 years)
- InDesign (12 years)
- Acrobat (12 years)
- Fireworks (8 years)
- QuarkXPress (12 years)

Web Software / Skills

- HTML (20 years)
- Dreamweaver (20 years)
- CSS (12 years)
- Flash (16 years)
- UX/UI Design (2 years)

Office Software

- Word (20 years)
- Excel (10 years)
- PowerPoint (12 years)
- Pages (6 years)
- Keynote (5 years)

EDUCATION

UNIVERSITY OF WISCONSIN – PLATTEVILLE Bachelor of Arts, Graphic Design

SCHOOL OF VISUAL CONCEPTS – SEATTLE User Experience – Level 1

SPRINGBOARD UX Design Certification – *In progress/completing March 2017*