



LAUREN ZINTZ

CONTACT INFORMATION

@ laurenzintz@yahoo.com

🖥️ laurenzintz.com

EDUCATION

B.A. in Advertising
with a Concentration in Art Direction
School of Media and Communication
Temple University, 2013

AREAS OF EXPERTISE

- ◆ Print Design
- ◆ Web Design
- ◆ Digital Media
- ◆ Trade show/Vehicle Design
- ◆ Brand Development
- ◆ User Experience
- ◆ Marketing Strategies
- ◆ Research & Analysis
- ◆ Professional Communication
- ◆ Cross Functional Collaboration
- ◆ Problem Solving
- ◆ Attention to Detail

TECHNICAL PROFICIENCIES

- ◆ Adobe CC Suite (Illustrator, InDesign, Photoshop, Dreamweaver)
- ◆ Proficient in both macOS and Windows Environments
- ◆ Microsoft Applications: Word, PowerPoint, Excel, Office 365
- ◆ G Suite (Gmail, Docs, Sheets, Drive)
- ◆ Constant Contact and Mailchimp
- ◆ Social Media Sites: Facebook, Twitter, Instagram, LinkedIn, Pinterest
- ◆ Basic HTML and Video Editing

EXPERIENCE

Warm Thoughts Communications – Clifton, NJ

December 2017-Present

Art Director

- ◆ Create a multitude of marketing materials for 115+ unique clients.
- ◆ Creatively, strategically and efficiently approach projects from inception to completion.
- ◆ Balance workload from multiple internal departments simultaneously.
- ◆ Collaborate with external vendors to deliver quality products for clients.
- ◆ Continuously learn up-to-date industry specific information to produce accurate design materials.
- ◆ Interface with clients to effectively communicate design decisions and ensure satisfaction.
- ◆ Work directly with company president on special projects.

Key Contributions:

- ◆ Go-to creative for high-profile projects.
- ◆ Marry non-progressive industries with modern design.
- ◆ Updated decades-old design templates.
- ◆ Revitalized company branding to better reflect the company's capabilities and instill confidence in clients.

Redi-Direct Marketing – Fairfield, NJ

April 2014-December 2017

Graphic Designer

- ◆ Created diverse marketing items including print pieces, web assets, social media resources and event materials and collateral.
- ◆ Adhered to existing brand standards providing recommendations where applicable to elevate impact and keep up with modern design.
- ◆ Executed comprehensive branding assignments working closely with stakeholders to meet project goals.
- ◆ Managed a wide variety of print projects from conception, execution, and through to completion.
- ◆ Collaborated effectively with internal departments and external vendors to meet project timelines and exceed stakeholder expectations.

Key Contributions:

- ◆ Performed multiple website redesigns focusing on both creative appeal and user experience.
- ◆ Entrusted to supervise and coach newly assigned department intern.
- ◆ Sole graphic support for four companies, maintaining a multitude of projects simultaneously.

Unity Creative Group – Hoboken, NJ

June 2013 -April 2014

Junior Graphic Designer

- ◆ Oversaw the design of all print ads, editorial layouts, and digital assets.
- ◆ Created and updated client branding.
- ◆ Created logos from the initial concept through to implementation.
- ◆ Worked jointly with Copywriters, Photographers, and client representatives to achieve project objectives.