

LAUREN DOOMAN

Multidisciplinary Designer

Stay Curious. See Differently.

Expertise

Brand Strategy
Graphic Design
Art Direction
Identity Design
Advertising
Concept Design

Technical Skills

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Microsoft Suite
HTML/CSS
Cinema 4D
Sketch

Professional Experience

Activate The Space | Art Director

Oct. 16, 2017–Present

Acted as Art Director and Lead Designer on a variety of projects in collaboration with designers and animators. Built a cohesive, recognizable visual brand including naming, logo design and brand guideline creation for the company and internal products, as well as diverse collateral marketing materials for a variety of retail and corporate clients. Created content (graphic, video, and animation), formatted, and scheduled for retail spaces, spots in Times Square, and other events. Developed 3D designs for concepts and projects.

MarketReach Inc. | Graphic Designer + Production Artist

Sept. 08, 2015–Oct. 10, 2017

Developed documents for both digital and print for tech clients, while maintaining consistency with provided brand guidelines. That responsibility grew from designing collateral to branding, concepting, storyboarding, animating, and pitching strategical work to clients, while still assisting with production.

Sparxoo | Graphic Designer

Sept. 06, 2014–Jan. 13, 2015

Designed logos, conducted research, and planned for designs to live across print and digital mediums.

Smart Living Home & Garden | Graphic Designer

Apr. 03, 2013–Sept. 10, 2014

Strategically directed the production of package and catalog design, product concepting, photography, video, and editing.

Education

2010–2013

Bachelor of Fine Arts in Graphic Design
Miami International University of Art and Design
Tampa, FL

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With an unwavering desire to add value and deliver big ideas that align with set business goals, I aim to develop purposeful strategies and design systems, leveraging foundational elements and focusing on core values, visual communication and user experience.