

Lauren Fink

Graphic Design

Summary

With an intrinsic passion for illustration and the fine arts, I have translated my visual communication abilities into practical industry experience. My hunger for precision, efficiency, and speed along with my dedication to the highest quality work have resulted in tangible successes. Merging creativity with strategy is my design philosophy, and utilizing visual storytelling to influence measurable outcomes is where I excel. My experiences creating engaging promotional tools to strengthen client relationships, collaborating to ideate and execute social media campaigns, and viewing project goals through an innovative lens cultivate trust between brands and audiences.

Experience

Klein Tools. Lincolnshire, IL. *(June 2024 – Present)*

Graphic Design Marketing Intern

- Uplevelled the design language of sell sheets, flyers, catalogs, and banners by presenting a fresh and compelling take on the existing template by manipulating design elements to spark memorable interest in key products.
- Introduced Procreate as an illustration tool for the sticker giveaway resulting in the maximum number of 10,000 sign-ups for the month.
- Fluent in confidently communicating cross-functionally with product managers and the Sales Team to design over ten event flyers, with one event alone initiating multiple follow-up orders and yielding over \$3,000 in revenue in only four hours.
- Translated consumer behavior insights on social media platforms to design with a finger on the pulse of pop culture to enhance the entire marketing ecosystem.

Starbucks. Gurnee, IL. *(May 2021 – May 2024)*

Partner

- Connected with customers using strong empathy and flexibility in a fast-paced environment during peak day parts between 4:30 a.m. to 12:00 p.m.
- Regularly independently managed the drive thru, processing an average of one order per minute while staying under the goal of a 45-second window time.
- Carefully calculated and divided weekly tips of over \$500 for over 28 employees.
- Developed knowledge of over 100 recipes to craft and describe menu to patrons.

SolarSPELL. Tempe, AZ. *(January 2024 – April 2024)*

Graphic Design Intern

- Invented a character for a t-shirt design which planted the idea for a brand mascot.
- Proposed captivating yet plausible updatable wall wrap designs that adhere to a budget, space restraints, and brand guidelines.
- Designed impactful educational assets for use in digital and print collateral to advance the mission of globally empowering remote students in offline areas.

DrawingsByLAF. Gurnee, IL. *(May 2020 – May 2021)*

Founder

- Founded art and illustration studio using an organic growth strategy to develop a branded business Instagram account with over three thousand followers.
- Aptitude to lead noncreatives to the strongest solutions through clearly communicating, providing ideas, and revising according to feedback.

Skills

Adobe InDesign, Illustrator, Photoshop, Premiere Pro, Procreate
Illustration, typography, ideation, iconography, layout, packaging
Collaboration, creativity, communication, problem-solving, organization

Education

Arizona State University. Tempe, AZ. *(August 2021 – December 2024)*

Bachelor of Science in Graphic Design

Summa Cum Laude. GPA – 4.26. 2024 Moeur's Award.