

# Lauren S. Klepacki



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## Software Proficiencies

### Adobe Creative Suite 4, 5 & CC

Dreamweaver  
Flash  
InDesign  
Illustrator  
Muse  
Photoshop

### Microsoft Office

Excel  
Power Point  
Publisher  
Word

### ScreenFlow

### Digital Drawing / Illustration

Wacom Intuos4  
Corel Painter Sketch Pad  
Nik Color Efex Pro 3 WE6  
Autodesk SketchBook Express 2011

## Technical Skills

### Graphic Design

### Typography

### Branding

### HTML & CSS

### Basic Java Script

### Familiarity with Action Script Coding

### Familiarity with Max / MSP Jitter

### Traditional Drawing / Illustrator

### Social Media & Networking

### Photography

Digital  
Black & White  
Film Processing

## Education

### Bachelor of Fine Arts, May 2011

Alfred University | Alfred, NY  
School of Art + Design NYSCC

- Concentration: Graphic Design & Expanded Media
- Minor: Marketing

*Dean's List (Spring & Fall 2010, Spring 2011)*

### Regents Degree, June 2007

Fairport High School | Fairport, NY

## Additional Course Work

### Pre-College Summer Art Program, 2006

Rochester Institute of Technology | Rochester, NY

### Summer of Arts Program, 2005

Nazareth College | Rochester, NY

## Membership

### Member of AIGA (Upstate NY Branch)

2008-Present

### Member of AU AIGA Student Group

Fall 2008 - May 2011

*Vice President (May 2010 - May 2011)*

## Publication

### *Retrospective BFA 2011*

As VP of AU's AIGA student group, I co-led a group of fellow design students and AIGA members through the design and production of a retrospective catalog that featured the work of BFA 2011 graduates of the School of Art + Design in the New York State College of Ceramics at Alfred University.

## Exhibition

### BFA Senior Thesis Exhibition | *Reflections in COLOR*

May 7, 2011

*Reflections in COLOR* is a series of work that embodies a study of color-evoked memories resulting from our perceptual, physiological and psychological experiences with color.

## Awards

### The Verdi Group

(Directly involved with campaigns)

AMA|Rochester Pinnacle Awards, 2014  
Marketer of the Year

AMA|Rochester Pinnacle Awards, 2014  
(New Product or Service Launch)  
Carestream DRX 2530C Launch

Communicator Awards (Silver), 2014  
Perry Vet Rebranding

Aster Awards (Gold), 2014  
Carestream DRX 2530C  
Detector and Coloring Book

DMA Echo International Award  
(Leader Award), 2012  
Carestream DRX-Revolution  
"Hats" Campaign

PRSA Rochester PRism Award, 2012  
Carestream DRX-Revolution  
"Hats" Campaign

AMA|Rochester Pinnacle Awards, 2012  
Marketer of the Year

## Experience

Aug. 2011 - Present

### Assistant Art Director

The Verdi Group, Inc. | Pittsford, NY

- Identify and create branding & identity for various industries
- Participate in team brainstorming sessions and give input
- Design and build websites using HTML, CSS, and Flash
- Create concept art and finished design products
- Produce land capture pages for client's targeted audiences
- Mail merge documents for direct marketing campaign mailers to B2B and consumer audiences
- Design to print of packaging, books, postcards, posters, and other materials
- Event preparation and creation of 'day of' items
- Update and maintain company and client social media and blog pages

July 2010 - Present

### Freelance Designer

Self Employed | Fairport, NY

Consult clients on their graphic design needs. Produce artwork and finished design products to the clients' specifications. Projects include branding, web design, graphics, and print materials.

Aug. 2010 - Nov. 2010

Promotional Intern | Women's Leadership Center  
Alfred University | Alfred, NY

Responsible for the design and distribution of promotional materials for Women's Leadership events. Conducted general office duties, represented the organization during campus events and co-presented during social media workshops.

June - Aug. 2008

Internship - Summer Art & Craft Instructor  
Girl Scouts of Genesee Valley | Fairport, NY

Organize, plan, create and teach lesson plans. Projects based on different weekly themes for various age groups at Camp Piperwood.

Sept. 2007 - Dec. 2009

### Alumni Fundraising

Alfred University | Alfred, NY

Cold calls to alumni requesting monetary support to University.