

## SOFTWARE PROFICIENCIES

Adobe Creative Suite CC • Microsoft Office Suite

Figma • Sketch

ScreenFlow SharpSpring Bridgemail Constant Contact  
Mailchimp WordPress Squarespace Wix

### Digital Drawing / Illustration

Wacom Intuos4

Corel Painter Sketch Pad

Nik Color Efex Pro 3 WE6

Autodesk SketchBook Express 2011

## TECHNICAL SKILLS

Art Direction • Ui/Ux Design • Graphic Design

Marketing • Branding • Prototyping • Wireframing

User Testing • Responsive Web Design • Typography

Front-end Developer • Information Architecture

User Centred Design • Google Analytics / SEO • CRM

Production Management • Traffic Management

Event Planning & Coordination • Social Media

Traditional Drawing / Illustration

Familiarity with Action Script Coding & Max / MSP Jitter

Photography | Digital Black & White Film Processing

## EDUCATION

**MicroMasters in Design Thinking, February 2022**

RIT | Rochester, NY

- Ui/Ux

**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)*

## MEMBERSHIP

**Member of AIGA (Upstate NY Branch)**

2008—

**Member of AU's AIGA Student Group—Design Alliance**

Fall 2008—May 2011

*Vice President (May 2010—May 2011)*

## 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.

## 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.

Lauren S. Klepacki

Lauren S. Klepacki

Ui/Ux DESIGNER

she/her/hers



lskdezigns.com | 585.727.4197 (ET) | lsklepacki@gmail.com

COVID-19 FULLY VACCINATED

## EXPERIENCE

**Freelance Designer • July 2010—**

**Self Employed | Fairport, NY**

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

**Art Director • December 2014—April 2020**

Assistant Art Director • August 2011—December 2014

**The Verdi Group, Inc. | Pittsford, NY**

- Collaborate/coordinate with copywriters, account managers, team members and vendors
- Participate in team brainstorming sessions and give input
- Manage production of projects
- Manage traffic for projects and meetings
- Identify and create branding & identity for various industries
- Create concept art and finished design products
- Design to print of packaging, books, postcards, posters, and other materials
- Event preparation and creation of 'day of' items
- Front-end website design
- Website maintenance and updates
- Produce land capture pages for client's targeted audiences
- Mail merge documents for direct marketing campaign mailers to B2B and consumer audiences
- Social Media Management: creation of content and updates to social media platforms and blog pages for both clients and internal use
- Wireframing
- Lo-fi/Hi-fi prototyping
- Storyboards
- Concept Art