

# LAUREN DRISCOLL

Interactive Digital Media and Design

## EXPERIENCE

### **In-House Creative Design Intern** / Moen Incorporated - *Present*

Taking on multiple projects requested by stakeholders

Designing layouts for displays, packaging, and web graphics

### **Marketing Intern** / Cleveland Museum of Natural History - *Dec 2020 - May 2021*

Used and analyzed a variety of direct marketing strategies

Created e-blasts and social media posts for marketing educational programs

## PROJECTS

### **Accessibility Website UI/UX Design** - *February 2021*

Researched accessibility needs for an early education website

Created a style tile, site map, personas, and prototypes based on research

Performed usability tests within the target audience

### **Purple Dog Brand and Website** - *April 2021*

Designed a logo, style tile, and product for an assigned brand name: Purple Dog

Built a 3-page Wordpress.org website for the brand

## EDUCATION

### **Baldwin Wallace University** - *Current until May 2023*

Bachelor of Arts Degree in Interaction Design

Minor in Marketing, early emphasis in Computer and Information Science

## ORGANIZATIONS

### **Hive Design** / BWU - *Ongoing since May 2021*

Working with real clients to complete design requests within a desired timeline

### **The Spot** / Spot Design - *Ongoing since March 2021*

Communicating and collaborating with international artists and designers

## CONTACT

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## SKILLS

### Design

Adobe Creative Suite

- Illustrator
- Photoshop
- InDesign
- Xd
- Dimension

Blender (3D Models)

Figma

### Web

HTML/CSS

Wordpress.com

Wordpress.org

Divi Theme Builder

JavaScript

### Soft Skills

Collaboration

Focus

Logical Reasoning

Organization

Responsibility