

# LAUREN HIDALGO

## ABOUT

A creative designer fuses a background of art & technology with training in communication & project management to facilitate client relations and deliver designs quickly and efficiently.

Lauren seeks to learn from every experience and believes that mindset is the beginning of everything. She enjoys problem solving & discovering creative solutions to challenges.

## EDUCATION

**The University of Texas at Dallas May 2015**

*Bachelor of Fine Arts in Art & Technology (3.7/4.0)  
Cum Laude & Major Honors*

DESIGN/ILLUSTRATION JAVA

PROJECT MANAGEMENT PROGRAMMING  
FOUNDATIONS

## CERTIFICATIONS

**SMU Professional Development Jan. 2016**  
Cascading Style Sheets (CSS) Certification

**SMU Cox School of Business July 2015**  
Executive Ed., Summer Business Institute  
Certification

MARKETING ENTREPRENEURSHIP  
ACCOUNTING FINANCE

**A.C.W.A. Combatives June 2015**  
Green-Level Instructor Certification

**Sunstone Yoga Academy June 2012**  
RYT-200 Instructor Certification, Yoga Alliance

## SKILLS



SKETCH AXURE

HTML5/CSS3

JAVA SCRIPT/JQUERY

WORDPRESS  
MANAGEMENT

## RECENT WORK EXPERIENCE

**In-House Designer/Marketing Assistant**

**Dermatology Associates, Dallas, TX Nov. 2015 - Present**

- ▽ Sole designer responsible for designing versatile print & digital media in a fast paced, growing company.
- ▽ Updates Wordpress & Dialog sites for 6 + websites & creates wireframes/flow maps/site navigation maps for the development team.
- ▽ Creates content, designs art, and develops eblasts & digital newsletters using Solution Reach (HTML5/CSS3) & Constant Contact, respectively.
- ▽ Manages ad campaigns & designs ads for both print and digital advertisements for maximum conversion.
- ▽ Responsible for brand management of Yelp, YP, Healthgrades, & Vitals profiles for 73 providers in 50 practices; spread across Kansas, Missouri, & Texas.

**Graphic & Infographic Design for the Web (Freelance)**

**The Witmer Group, Dallas, TX Oct. 2015 - Aug. 2016**

- ▽ Designed custom web graphics for the Internet marketing company, *The Witmer Group*, to accompany articles, blog posts, & websites written and created by their team.

**Yoga Instructor**

**UT Dallas Athletic Center,  
Richardson, TX**

**May 2014 - May 2016**

- ▽ Created custom vinyasa flow yoga series to increase strength, flexibility, and emotional well-being of students.
- ▽ Instructed beginner through advanced learners; providing individual adjustment to increase effectiveness and prevent injury.

**Graphic Designer/Marketing Assistant (Temporary Position)**

**Dallas CPA Society, Dallas, TX**

**Aug. 2015 - Nov. 2015**

- ▽ Designed professional print media: ads, flyers, brochures, & signs for print and digital media.
- ▽ Managed social media & acted as sponsorship liaison between organization and clients.

**Research Analyst - "ATEC to Industry: Technical Jobs for Artists"**

**UT Dallas, Richardson, TX**

**Oct. 2014 - Dec. 2014**

- ▽ Conducted research into the job roles that could reasonably be filled by graduates of the University of Texas at Dallas' ATEC program by analyzing the keyword terms within job listings overlapped with skills taught within the ATEC program.