

Lauren Roberts

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Education

Drexel University, Philadelphia, PA

Bachelor of Science in Graphic Design '22
UI/UX, Art History, & Fine Arts Minor
Cumulative GPA: 3.8

Skills

Design

Web & Motion
Logo & Brand Identity
Packaging
Book & Publication
Poster Design
Photography
Copywriting

Technology

Adobe Creative Suite
Sketch/Figma/Invision
HTML 5 / CSS 3
JS / Greensock
Microsoft Office
Spline 3D
Webflow

Awards

Dean's Scholarship

Dean's Honors List

Fall 2018 - Present

Design Philadelphia

Work shown in 2021

Activities

Campus Activities Board

July 2021 - Present

National Honors Society Board

September 2016 - June 2018

National Art Honors Society President

September 2017 - June 2018

Experience

SocialLadder Graphic Design Co-op

September 2020 - March 2021

Designed SocialLadder's Press Kit and Brand Guidelines, along with print collateral and email template designs. Assisted on web design and boosted engagement through an improved social media strategy and design for instagram posts. Collaborated with Marketing Team and other departments and handled virtually all graphics.

Aramark Graphic Design Intern

October 2019 - March 2020

Designed print collateral, icons for social media, and logos for Drexel University campus services, such as Handschumacher Dining Hall and Northside Dining Terrace. Collaborated with the in-house Marketing and Business department, while adhering to University style guidelines.

Campus Activities Board Graphic Designer

July 2021 - Present

Collaborated with marketing team and different event-planning committees, and helped plan and manage events for Drexel students. Designed posters and flexible marketing and social assets to advertise for student events. CAB is the largest undergraduate club at Drexel University.