

LAUREN MATTISON

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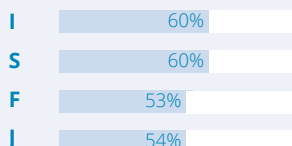
EDUCATION

- 2018
INTRO TO AGILE MARKETING
at AgileSherpas (Lic. #11626319)
- 2017
UX DESIGN CERTIFICATION
at General Assembly
- 2011 - 2013
M.B.A., MARKETING
at Rutgers University
- 2010
MINI-M.B.A., DIGITAL MARKETING
at Rutgers University
- 1998-2002
B.A., ART
at Wagner College

SOFTWARE & SKILLS

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe After Effects
Dreamweaver
CSS/Html
Sketch
InVision
MS Excel
MS Word
MS PowerPoint
SEO
ADA Compliant (Level AA)
Pre-press Production
Video Editing/Production
Animation
Creative Strategy
A/B Testing
Prototyping
User Interviews
Survey Creation
Card Sorting
User Stories
User Flows
Wireframing

PERSONALITY



A CREATIVE STRATEGIST WHO BELIEVES GOOD DESIGN IS SIMPLE, ATTRACTIVE, AND MOST IMPORTANTLY, USER CENTRIC.

Experience in both digital, print, and UX/UI design. Applies innovative ideas and expertise to multiple areas, such as campaign development, corporate identity, direct mail, video production, and digital marketing. Blends exceptional creativity with excellent communication skills while using good business sense and judgment. Works well in a team, management capacity, or in an agile environment.

WORK EXPERIENCE

- 2014 - Present • **MANAGER, GRAPHIC DESIGN**
at Prudential Financial New Jersey
Responsible for developing the strategy and overall design for both digital and print campaigns in the B2B and B2C marketplace.
 - Collaborated with colleagues in a design thinking workshop for an internal portal site; participated in user interviews, survey creation, and provided low and high fidelity wireframes that helped to facilitate conversations around the look and feel for the new site. Researched and provided over 150+ images. Designed and animated the training video and email communication.
 - Created the strategy and design around the *2017 Life Insurance Awareness Month* campaign, which consisted of three short videos that were posted on Twitter and LinkedIn. Resulted in a cost savings of \$7,000 for the year, was produced/launched within 2 months, and had a 1.76% engagement rate (ER) on Twitter, which beat the current ER benchmark for B2B focused content.
 - Lead role in redesigning the financial advisors (FAs) recognition kits, which saved \$2,000 from the previous year plus a decline in calls from FAs with questions regarding the program's information.
 - Lead designer for a consumer direct mailer. The redesign to a postcard versus the previous year's tent card and envelope resulted in a \$6,000 savings for the year.
- 2008 - 2014 • **ASSOCIATE DIRECTOR OF CREATIVE SERVICES**
at Rutgers University Foundation New Jersey
Produced impactful and cost-effective creative solutions by overseeing the development/strategy for numerous digital and print projects during Rutgers' \$1 billion campaign.
 - Assisted with the design and implementation of the *RU a Henry?* campaign website and e-mail communications, which resulted in \$600,000 in donations within 2 months of the launch.
 - Successfully restructured and redesigned the foundation's website as well as creating a donation button for another department's website that generated \$52,000 in one week.
 - Supervised in-house and freelance designers, managed multiple vendors, budgets, time lines, hired photographers, and art direct photo shoots.
- 2007 - 2008 • **SENIOR DESIGNER**
at AIG Advisor Group New York
Sole creative lead responsible for the design of brochures, advertisements, logos, and corporate identities; designed/constructed websites and e-mails; worked with VP of Marketing to identify new concepts and marketing initiatives while being consistent to brand identity.
- 2002 - 2008 • **FREELANCE DESIGNER**
at ClassesUSA New York
Designed/prepared web banners that appeared on MSN, AOL, and Yahoo; created monthly e-mails; designed the features and departments in *Online Degrees* and *Learning* magazines.
- 2002 - 2007 • **SENIOR DESIGNER**
at CollegeBound Network New York
Determined typography, design, and photography for articles and features in *CollegeBound Teen* magazine; designed/coded websites that were SEO compliant, e-newsletters, e-mails, microsites and web banners; created promotional materials for annual expo (proposals, postcards, posters, logos, advertisements, and PowerPoint presentations).
- 2001 - 2002 • **GRAPHIC DESIGNER**
at S.I. Parent Magazine New York
Designed covers, features, and advertorials for the magazine; handled pre-press production, prepared and flight-checked layouts; retouched photos and optimized images for siparent.com.