



LAUREN ALLEN

Senior Art Director & Designer

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As an art director and designer I enjoy brainstorming new ideas, insights, and creative strategies, as well as designing the executions that follow. I specialize in both print and digital design, illustration, and branding. I also have experience in designing web layouts and motion graphics. I'm interested in opportunities with creative variety, whether that's in the projects, the different areas of design, or the clients.

SKILLS

Art Direction
Graphic Design
Illustration
Branding
Web Layout Design
Motion Graphics
Painting



EDUCATION

Miami Ad School
San Francisco
Art Direction
Graduated 2017

University of Oklahoma
Advertising
Graduated 2014

AWARDS

Creativity Media &
Interactive Design Award
Platinum

Eppy Awards

*Best Promotional/
Marketing Campaign*

WORK EXPERIENCE

Senior Art Director | Digitas Health | 2020-Present

I'm currently working full-time as a senior art director at DH with a focus in the healthcare industry. I've worked across several brands creating video storyboards, website layouts, branding, social media designs, email layouts, web banners, and a variety of print materials.

Graphic Designer | Frank. / GenM Media | 2019-2020

Frank is a small but savvy ad agency in OKC. While there I worked as a lead designer for a variety of clients, many of which were in the cannabis industry. I created branding, packaging, digital graphics, web design, billboards, and print graphics.

- Created brand identity, packaging, and website design for a THC and CBD brand
- Developed branding with photography and social media direction for an addiction recovery center
- Designed all of our agency's website primarily using Adobe XD
- Established agency protocols for creative briefs, social media strategies, and Asana

Art Director & Graphic Designer | Freelance | 2015-Present

I've been freelancing both full-time and part-time for seven years. I've worked mostly on branding, design, and illustration projects.

- Created the branding, truck wrap, indoor and outdoor signage, social media posts, business cards, t-shirts, large decals, and more for The Meating Place restaurant in Oklahoma
- Illustrated 39 energy efficiency models (everything from a bundle of insulation to a dissection of the inside of a home) for DDB San Francisco
- Designed digital banners, web graphics, and animated videos for the marketing agency BigWing
- Created brochures, logos, and various promotional social and print graphics for the nonprofit organization Bridges in Oklahoma

Creative Designer | The Oklahoman | 2018-2019

I worked at The Oklahoman Media Company creating campaigns to attract and maintain newspaper subscribers, as well as to promote events.

- Created a digital campaign to announce The Oklahoman's new website, which generated 500+ new subscriptions in the first few weeks
- Strategized and developed a direct mail campaign aimed at regaining former subscribers, which recovered 2,419 customers

Creative Intern | Muhtayzik Hoffer, Cutwater | 2016-2017

While I was in San Francisco for a two-year program in Art Direction I interned at two ad agencies and worked as a creative for various campaigns.

- Concepted new ideas for Hulu promotions and created animated GIFs for Audi's social media
- Designed social media posts and concepted new campaign ideas for Brawny paper towels