

# LAUREN PALETZ *DESIGNS*

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## EDUCATION

B.F.A Graphic Design  
Florida Atlantic University

## SKILLS

- Extensive experience in Adobe Creative Suites (Indesign, Illustrator, & Photoshop) & Canva
- Experience with Figma, Adobe Experience Manager(AEM), Adobe XD, Jira, HTML & CSS
- Experience with Content Management including Email & Social Media Management Software
- Photo & Video Editing

## INDUSTRY EXPERIENCE

- Publication
- Food and Beverage
- Events
- Real Estate
- Consumer Goods
- Luxury Goods & Services
- Tech
- Hospitality

## EXPERIENCE

### **Aisle Rocket** | *Digital Designer* 03/2022 - Present

Lead digital marketing campaigns by collaborating seamlessly with cross-functional teams, including copywriters, art directors, and developers. Spearhead compelling digital content for a diverse clientele, leaving an indelible mark on notable brands such as Maytag, Kitchenaid, BBQ Guys, and Priority Health.

- Craft high-quality, visually appealing digital marketing assets, such as spanning web and mobile designs, email templates, social media graphics, and interactive multimedia elements.
- Elevated viewer traffic and bolstered Google rankings through strategic updates to websites, blogs, and promotional content for Whirlpool brands by executing visual design strategies.

### **@properties** | *Senior Graphic Designer* 04/2019 - 03/2022

Maintained brand consistency by formulating visual branding guidelines and assets, including logos, color palettes, and typography. Designed wide range of marketing collateral, including brochures, flyers, postcards, presentations, and digital assets.

- Created, managed, and executed wide range of marketing materials, including weekly mailers, print and digital advertisements, e-blasts, branding books, and other collateral, to over 3K Realtors® across the United States effectively.
- Led team members to develop a backlog hub of content, streamlining content creation and organization on servers, and establishing content standards to maintain consistency and efficiency in marketing efforts.

### **Modern Luxury** | *Senior Graphic Designer* 09/2016 - 04/2019

Oversaw advertising, marketing and sales collateral, contributing to successful promotional campaigns. Demonstrated effective leadership by overseeing team members' work, for brand standards and quality expectations. Managed assets and maintained an organized archive library, enhancing accessibility and streamlining production processes for the team's benefit.

- Took charge of designing print advertisements, inserts, and gate-folds with a total value exceeding \$4M for clients, featured in 80+ publications nationwide, while meeting multi-book deadlines and ensuring client satisfaction.
- Designed various digital assets, including email blasts, newsletters, banner ads for the Modern Luxury brand and sponsored content from advertisers by engaging the audience in the digital space.

### **J.R. Dunn Jewelers** | *Graphic Designer & Photographer* 2014 - 2016

Perform as take charge of e-commerce website by handling product management, SEO content, web banners, and product photography. Design and manage social media content for enhanced online presence.

- Developed and oversaw creation of email campaigns, advertisements, printed materials, and web banners for physical store and the online retail division.
- Conducted post-production work on jewelry photographs for purposes, such as websites, articles, advertisements, and social media.