



LAUREN MADIGAN

ILLUSTRATOR & DESIGNER

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EDUCATION

BACHELOR'S DEGREE OF FINE ARTS

Massachusetts College of Art & Design
Illustration Major

FRONT-END WEB DEVELOPMENT

General Assembly
10 Week Course

SKILLS

ADOBE

- Illustrator ★
- After Effects ★
- Photoshop
- InDesign
- Premiere

WEB

- InVision
- Sketch
- WordPress
- WP Engine
- Basic HTML
- Basic CSS

MISC

- Procreate ★
- Salesforce Pardot

COLLABROATION & PRESENTATION

- GSuite
- Gmail
- Docs
- Slides
- Sheets
- Drive Sync ★
- Calendar
- Slack ★
- CoSchedule
- Asana
- Zoom
- MS Word
- PowerPoint
- Box
- ★ My all-time faves

EXPERIENCE

SENIOR GRAPHIC DESIGNER - MINERALTREE INC.

May 2019 - Present (Full Time)

Led the development of MineralTree's visual brand back in 2019. I create & distribute assets company-wide to ensure employees are using materials that follow our visual brand standards. I'm also responsible for creating external branded visuals, such as vector illustrations, web graphics, sales collateral, social media marketing, stylized report data, and animated content. I also maintain & update our website via WordPress with the help of an external developer whom I oversee.

MAJOR ACCOMPLISHMENTS OVER THE LAST YEAR:

- Grew MineralTree's LinkedIn following by ~46%
- Created branded graphics that communicate data from our annual research report that helped execs present findings to the BOD & secure funding
- Surpassed team goal to increase overall web traffic by at least 20%
- Led the creation of various animated, high-level product descriptor content including videos and interactive website features

ILLUSTRATOR & ANIMATOR - SUZIEB FITNESS

December 2019 - Present (Freelance)

I collaborate directly with owner & influencer, Suzie, to conceptualize & develop vector designs/patterns used on her various fitness products, packaging and other merchandise. I make custom illustrations & animations (usually sized for Instagram stories) to help promote her product drops & other announcements, as well as create A+ content for her Amazon storefront.

DESIGNER - ISLA MOVEMENT

September 2021 - Present (Freelance)

I help with a variety of branded design needs including PR box design, illustrations for limited edition merchandise, creating vector web graphics, product detail infographics, and graphics for social media.

ILLUSTRATOR & ANIMATOR - HARVARD BUSINESS PUBLISHING

February 2020 - Present (Freelance)

I collaborate & work with with the HBP team on a variety of video projects including "whiteboard" style videos (which I illustrate & animate), as well as prepping various graphic/text assets for the animation team to use in their live-subject videos.

WHAT ELSE AM I UP TO?

LEARNING SPANISH ON DUOLINGO

Currently have a 4 month streak

WEIGHTLIFTING

Used to be a 3-sport athlete, now I like to lift & go on long walks.

PRACTICING COOKING & TRYING NEW FOODS

Nothing wrong with a good ol' boxed mac n' cheese though!