



LAUREN MADIGAN

BRAND DESIGNER & ILLUSTRATOR

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EDUCATION

BACHELOR'S DEGREE OF FINE ARTS

Massachusetts College of Art & Design

FRONT-END WEB DEVELOPMENT

General Assembly

LINKEDIN LEARNING

New Manager Foundations
Prioritizing Effectively as a Leader
Managing Others Effectively
Inclusive Leadership

SKILLS

ADOBE

Illustrator
After Effects
Photoshop
InDesign
Premiere

WEB

InVision
Sketch
WordPress
WP Engine
Basic HTML & CSS

MISC

Procreate
Salesforce Pardot

COLLABROATION & PRESENTATION

GSuite
• Gmail • Sheets
• Docs • Drive Sync
• Slides • Calendar
Slack
CoSchedule
Asana
Zoom
MS Word
PowerPoint
Box

EXPERIENCE

BRAND DESIGN MANAGER - MINERALTREE INC.

August 2022 - Present

- Oversees the conceptualization & creation of all visual brand assets with the goal of maintaining consistency across all teams with external materials & involvement
- Works cross-functionally to identify design needs, develop proposals, build out timelines, and assign deliverables to project stakeholders
- Does day-to-day design work involving vector graphics, animation, layout, and web. (Adobe Suite & WordPress)

SENIOR GRAPHIC DESIGNER - MINERALTREE INC.

August 2020 - August 2022

- Oversaw the creation of all external branded assets to ensure consistency in our styling/visuals and promote brand recognition among our target audience
- 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

GRAPHIC DESIGNER - MINERALTREE INC.

May 2019 - August 2020

- Collaborated with the marketing team to design a variety of sales materials including pitch decks, datasheets, infographics, and more.
- Pitched different concepts to the VP of Marketing, President, and CEO to design the company's new visual brand style prior to the first ever redesign of the website. Created a brand guide for internal reference.
- Acted as project manager of the redesign of the MineralTree website, as well as the web designer, and worked with an external developer and outside SEO team to migrate all content over to the totally new, from-scratch new site.

BRAND DESIGNER & ILLUSTRATOR - 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 to help promote her product drops & other announcements, as well as create A+ content for her Amazon storefront.

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.

GRAPHIC DESIGNER - MX ADVERTISING & CONSULTING

September 2016 - March 2018

Worked with our PMs and a dev team to create branding for client companies. This includes branding guides, custom websites, mobile apps, marketing materials, sales presentations and more.