

# LAUREN RHEAUME

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## EDUCATION

### PENN STATE UNIVERSITY

Bach. Design in Graphic Design  
Minor in Media Studies  
Minor in Digital Media Trends & Analytics

## SKILLS

InDesign | Photoshop | Illustrator | XD  
After Effects | UX/UI Design | Content Creation  
Editorial Layout | Typography | Photography  
Design Direction | Social Media Design  
Retouching | Microsoft Office | Figma

## RECOGNITIONS

Graphis New Talent Feature  
SPRING 2020 | GRAPHIS

NASAD Exhibition  
FALL 2017 | PENN STATE UNIVERSITY

## REFERENCES

Available upon request.

## EXPERIENCE

### GOLIN

Senior Designer, Manager  
03/2023 – PRESENT

Lead social design for various brands. Create visuals for multiple large campaigns, working alongside Creative Directors. Lead design on new business presentations and template creation.

### Designer, Senior Associate

10/2021 – 03/2023

Design social assets for various brands. Create visuals for print and digital media including influencer mailers, newsletters, and new business presentations.

### Junior Designer, Associate

11/2020 – 10/2021

Designed social assets for various brands including Crunch, Butterfinger and Southern Comfort. Collaborated with Creative & Digital teams on large activations and presentations.

### SUSTAINABILITY INSTITUTE

Freelance Graphic Designer

04/2019 – 07/2020 | UNIVERSITY PARK, PA

Developed branding for RePlay, a charitable organization that unites local children for a day of activities with collegiate athletes. Designed the physical and digital templates for the Institute's 2019-2020 annual report.

### PMK•BNC

Digital Design Intern, VOWEL

06/2019 – 07/2019 | NEW YORK, NY

Assisted in design and presented research for the Art Director and Digital Strategists within the VOWEL creative department. Collaborated with interns across various offices and fields to create and pitch two separate campaigns.