



LAUREN MARADAY

graphic designer

laurenmaraday.com • IG: @laurenmaraday
551.427.0582 • lcm.24@aol.com

EXPERIENCE

STRATEVIST | NEW YORK, NY

Graphic Designer | August 2020 - January 2021

- Worked with the art director to develop the creation and establishment of logos and brand concepts for 5-7 clients ranging from financial, technology service companies.

ION MEDIA NETWORKS | NEW YORK, NY

Marketing Assistant | November 2019-February 2020

- Assisted the sales marketing and consumer marketing teams with seasonal objectives.
- Organized branded premiums, through inventory and quality control to insure the growth of client relationships.

MONTCLAIR ART MUSEUM | MONTCLAIR, NJ

Marketing and Design Intern | June 2018-August 2018

- Produced digital and print marketing materials to boost consumer involvement.
- Designed social media promotions, brochures, logos, web banners and e-blast graphics, broadening member participation.

EHE HEALTH | NEW YORK, NY

Graphic Design Intern | May 2017-August 2017

- Created print content for promotion and engagement of patients for the first and largest preventive healthcare company in the U.S.
- Assisted in day to day processes and provided graphic design assets for the marketing team during their rebranding process.

ALPHA SIGMA TAU | MONMOUTH UNIVERSITY

Director of Recruitment | December 2017-May 2019

- Designed and produced all marketing and recruitment collateral. This resulted in a 40% increase in new member growth during my term.
- Webmaster | January 2018 - November 2018**
- Responsible for the redesign and maintenance of the chapter's local website, thus expanding new member engagement.

EDUCATION

MONMOUTH UNIVERSITY | WEST LONG BRANCH, NJ

BFA in Design and Animation with a concentration in Graphic and Interactive Design | May 2019

Florence, Italy Study Abroad Program

Lorenzo DeMedici Institute | Fall 2017

PHILANTHROPY & AWARDS

AIGA Y23 Design Conference | San Diego, CA May 2018

Invited to attend FISK Graphics: FAST GRFX Workshop. Earned Certificate of Completion.

Adobe MAX | Los Angeles, CA

October 2018

Nominated out of a slate of 20 by the Monmouth Review to attend the largest design conference in the US.

VOLUNTEER WORK | 2016-present

- Habitat for Humanity
- The Ashley Lauren Foundation
- Women's Wellness Initiative

ART SCHOLARSHIP RECIPIENT | June 2015

Gretchen Dater Memorial Art Scholarship and Ramsey Fine Arts Council Award

SKILLS

Adobe Creative Suite:



Google and Microsoft Office Suite: Word, PowerPoint, Outlook and Excel.

Studio Skills: Painting and drawing with mediums including: charcoal, acrylic and oil paint, pastel, ink, and graphite.