



Contact

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LaurenMcKenzieDesigns.com
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Experience

Eagle Printery, Butler, PA, October 2020 - Present *Graphic Artist*

Design commercial pieces such as logos, newsletters, brochures, business cards, posters, postcards, envelopes, annual reports and calendars while following client brand guidelines. Engage with clients from concept, design, to proofs. Provide touch-up and layout for booklets, package design, newsletters, and annual reports, edit mailing lists and oversee the in-house mailing for newsletters, annual reports, and other promotional pieces.

Production: Digital and offset printing, experience in Fiery Command Workstation. Prepare and produce content for internal and third party production. Prepare converted/ripped files, adjust/set up imposition, correct and convert colors for pre-press printing.

FASTSIGNS, Wexford, PA, June 2020 - September 2020

Graphic Designer

Designed commercial and signs, banners, brand assets: (trade show displays, logo development, flags, window decals) vehicle wraps/decals

Production: Prepared and produced content for internal and third party production, completed permit drawings and applications for exterior signage

Spark Signs and Graphics, Mars, PA, July 2019 - June 2020

Graphic Design Freelancer

Design commercial signs, banners, and yard signs, miscellaneous layout, and refresh daily social media, prepared content for internal and third party production

Graphic Design Intern

Design commercial signs and logos, vinyl wall, window, and vehicle graphics, banners, sales sheets and refresh daily social media, prepared content for internal and third party production

Freelance Clients, Butler, PA

Graphic Designer/Freelancer

Designed promotional banners for regional technical career and collegiate schools, touch-up and layout, logo design, exterior signage, t-shirts

Philips Sleep and Respiratory Care, Monroeville, PA

Created a series of medical graphics to support the global launch of a new Philips Respironics ventilator

Pittsburgh Technical College, Oakdale, PA

April 2018 - June 2019

Tutor/Lab Assistant

Support instructors during software demonstrations and assist students in completing lab assignments. Also provide one-on-one student tutoring

Highlights

Freelance, corporate, digital design, print experience, and fast-paced quality job turnaround

Knowledge in internal and external production (digital and offset printing with pre-press experience). Plotting various types of vinyl and substrates, die-cutting and weeding vinyl

Two years of academic experience in graphic design, with an emphasis in concept development, technical and traditional illustration

Education

Pittsburgh Technical College, Oakdale, PA

Associate in Science Degree, Graphic Design,
October 2019

Areas of Concentration

Digital Illustration, Digital Imaging, Photography, Web Development, HTML, CSS, Corporate Design, Advertising Design, Print Production

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Computer Knowledge

Adobe Photoshop, Adobe Illustrator,
Adobe InDesign, Adobe Dreamweaver,
Atom, Microsoft Office
(Word/Excel/PowerPoint)

Activities/Achievements

Pittsburgh Technical College 2017-2019

Perfect Attendance
Honors Certificate
SkillsUSA Design Judge

Big Butler Fair Art Show Participant 2012-2016

Eleven First Place Awards
Three Second Place Awards
Two Third Place Awards