



HELLO. I AM LAUREN.

EXPERIENCED PROFESSIONAL

Detail-oriented Senior Graphic Designer, with over 15 years of experience developing human-centered creative solutions for my clients to achieve their brand and marketing goals.

WHAT DRIVES ME

Design and research fuels my love of learning and creativity. I enjoy using these skills to discover unique opportunities to achieve my client's goals.

TEAM PLAYER

I am an approachable, trustworthy and positive team player. I enjoy working with others because everyone has a unique perspective that can inspire.





LAUREN WOJTALEWSKI
SENIOR GRAPHIC DESIGNER

EXPERIENCE

FREELANCE GRAPHIC DESIGNER & PHOTOGRAPHER

FEBRUARY 2015 — PRESENT

ELIZASTUDIOS | MINOA, NEW YORK

- Conceptualize distinctive logos, business systems, websites, brochures, and trade show signage tailored for small businesses, ensuring each design captures their unique brand essence and aligns with their business objectives.
- Managed and developed prepress production files and act as liaison between client and printer.
- Capture photographs brimming with genuine emotions, captivating expressions, and flattering poses, all accentuated by expert lighting and stunning backgrounds.
- Edit and retouch photo collections to emphasize mood and style of photo session.

GRAPHIC DESIGNER

AUGUST 2004 — FEBRUARY 2015

10 RED DESIGN, LLC | SKANEATELES, NEW YORK

- Combined shopper insights with brand retail strategies to develop targeted human-centered design solutions that increased retail traffic and drove sales.
- Developed design, mechanical and production file process that increased file preparation efficiency and improved organization of digital file assets inside the company.
- Interfaced with clients and vendors to maintain brand design intent and business objectives
- Collaborated with Creative Director, Creative Team and Account Team on large scale retail projects to maintain strategic design goals, budget and project deadlines.
- Provided art direction to designers, freelancers and interns on various project tasks and mentored them on best practices.
- Provided photography expertise and acted as in-house resource.



LAUREN WOJTALEWSKI
SENIOR GRAPHIC DESIGNER

EDUCATION

MS | Communications
Purdue University
West Lafayette, IN | May 2023

BFA | Graphic Design
The College of Saint Rose
Albany, NY | May 2004

SOFT SKILLS

- Approachable
- Client Communication
- Collaborative
- Fast Paced Work Environment
- Detail Oriented
- Organization
- Perseverance
- Positive
- Relationship Management
- Team Leader
- Teamwork
- Time Management

HARD SKILLS

- Branding
- Color Theory
- Composition
- Digital Marketing
- Design Theory
- Design Thinking
- Illustration
- Knowledge of Basic HTML
- Photography (Lighting, Posing, Composition)
- Print Production
- Professional Writing
- Visual Communication
- Typography
- Web Design

TECH SKILLS

- Mac OS
- Adobe Photoshop, Illustrator, InDesign, Lightroom
- Microsoft PowerPoint, Word, Excel

SKILL BUILDING WORKSHOPS

Wedding Photography Bootcamp
Tracie Maglosky
November 2017 | Danvers, MA

Photography Posing Workshop
Roberto Valenzuela
August 2016 | NYC



LAUREN WOJTALEWSKI
SENIOR GRAPHIC DESIGNER

PUBLICATIONS

Winship, Kihm. (2014). *The Windows of St. James' Skaneateles*.
Instantpublisher.com.

Photo Credits, Wojtalewski, L. The Children's Window, The Tiffany Window, The Nicholas Roosevelt Window, The Schuyler Window, The Gibbs Window, The Burnett Window, The Rose Window, The Leslie Window, The Earll Window, The DeCost Window, The Horton Window, The Earll Baptistry, Edward's Chapel.

Winship, Kihm. (2014). *Skaneateles and St. James'*. Instantpublisher.com.

Photo Credits, Wojtalewski, L. 68, 72, 76, 99, 100-101, 110, 119, 125, 126, 128, 135, 138, 140, 143, 145, 146, 161, 203, 206-207.

Wojtalewski, L. (2018, May). Finding the Courage to Switch to M4/3.
Olympus Passion. (12). 52-65.

VOLUNTEER

COMMUNICATIONS COORDINATOR

AUGUST 2023 — PRESENT

EMMANUEL EPISCOPAL CHURCH | EAST SYRACUSE, NEW YORK

- Designed, developed and manage Emmanuel's website
- Manage social media accounts and develop monthly content to drive engagement
- Collaborate with Priest-In-Charge and Vestry on fundraising events and develop advertising and marketing plans for each event
- Design marketing materials for Emmanuel's events including brochures, website design, social media posts, flyers, and signs.



GET IN CONTACT

PORTFOLIO: WWW.IAMLAUREN.DESIGN

EMAIL: LAUREN@IAMLAUREN.DESIGN

ADDRESS: 400 EDGERTON ST, MINOA, NY 13116

PHONE: 315.559.1132