

**LAUREN
WOJTALEWSKI**
ART DIRECTOR



HELLO. I AM LAUREN.

Experienced Professional

Award Winning Art Director with over 20 years of experience developing human-centered creative solutions for 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
ART DIRECTOR

Strategic Designer and Creative Leader

20+ years of experience developing brand, retail, publication, and marketing design. Known for translating insights into human-centered creative solutions that engage audiences and drive results. Founder of a regional media platform and bi-monthly publication serving mothers across Central New York.

EDUCATION

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

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

SOFT SKILLS

- Strategic Thinking
- Creative Problem Solving
- Cross-Functional Collaboration
- Client Relationship Management
- Creative Leadership & Mentorship
- Project & Production Management
- Leadership
- Visual Storytelling

HARD SKILLS

Design & Creative

- Art Direction, Brand Identity, Publication Design, Retail & Experiential Design, Marketing Campaign Design, Typography & Layout Systems

Digital & Content

- Website Design, CMS Management, Social Media Creative, Digital Content Publishing

Production

- Print Production, Prepress & Mechanical Files, Vendor Coordination

Photography

- Portrait Photography, Lighting, Photo Editing & Retouching

Tools

- Adobe InDesign, Illustrator, Photoshop, Lightroom, Canva, Affinity Suite, Microsoft Suite

EXPERIENCE

Contract Graphic Designer | March 2026 — Present Data Key Communications, Cazenovia, NY

- Provided contract graphic design and publication production support for industry-specific print publications and marketing materials.
- Independently updated graphics and editorial content for the Scout's Power Program, collaborating directly with the Marketing & Communications Specialist of the Scout's America Longhouse Council to incorporate updated information and visual assets while maintaining the established design direction.
- Researched and developed a new color palette and typography guide for the International Society of Beverage Technicians Resource Guide, establishing an updated visual direction while maintaining the publication's existing brand identity.
- Partnered with the Design Director at Data Key Communications to produce the 2026 Q3 Welding & Gases Today magazine, contributing to page layout, typography, graphics, and overall publication production.
- Collaborated with the Design Director, Sales, Marketing, and Editorial teams to develop and produce materials that met client, advertising, and publication requirements.
- Managed assigned projects independently, balancing stakeholder feedback, brand standards, editorial requirements, and production deadlines.

Founder & Creative Director | December 2025 — May 2026 315MOM Magazine | Fayetteville, New York

- Founded and led an award winning regional media platform and bi-monthly 35+ page print publication serving mothers across Central New York.
- Directed the creative vision and editorial design of the magazine, shaping visual storytelling, layout systems, and brand identity for each issue.
- Designed, managed, and maintained the 315MOM website, publishing digital content and ensuring a cohesive brand experience across platforms.
- Created and managed social media content, designing visual assets and developing engaging posts that expanded audience reach and community connection.
- Oversaw the full publishing process from editorial planning and contributor coordination to design, production, and distribution.
- Developed advertising partnerships with local businesses and create integrated marketing opportunities across print, web, and social channels.

GET IN CONTACT

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PHONE: 315.559.1132



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Contract Photographer | September 2015 — October 2022 Francesca Photographers | Syracuse, NY

- Photographed weddings and special events on behalf of Francesca Photographers, working within the studio's established photographic style and client experience standards.
- Captured candid and posed images throughout wedding-day events, adapting to changing environments, lighting conditions, and timelines.
- Collaborated with lead photographers, clients, and event vendors to ensure comprehensive wedding-day coverage.
- Managed fast-paced event photography while maintaining attention to composition, storytelling, and technical image quality.

Contract Graphic Designer | February 2015 — July 2024 10 Red Design, LLC | Skaneateles, New York

- Provided freelance graphic design support for retail clients and ongoing agency projects.
- Designed and produced retail marketing materials, signage, promotional graphics, and other visual communications.
- Adapted existing brand guidelines and design systems to meet individual client and project requirements.
- Photographed retail products for use in client research testing and evaluation.
- Collaborated with the 10 Red Design team to execute assigned projects and meet project specifications and deadlines.
- Managed assigned design projects independently while maintaining consistency with established client and agency standards.

Graphic Designer | August 2004 — February 2015 10 Red Design, LLC | Skaneateles, New York

- Translated shopper insights and brand strategy into compelling retail environments, displays, and signage that increased shopper engagement and drove sales.
- Led the design and development of retail marketing assets from concept through production, ensuring strategic alignment with brand and business goals.
- Established a streamlined design-to-production workflow for mechanical files and digital asset management, improving efficiency and internal organization across the team.
- Collaborated cross-functionally with creative leadership, account teams, clients, and production vendors to deliver large-scale retail programs on time and within budget.
- Provided art direction and mentorship to junior designers, freelancers, and interns, guiding creative execution and reinforcing design best practices.
- Acted as the studio's photography resource, supporting visual storytelling and production needs for retail marketing materials.

AWARDS

315MOM Magazine November/December 2025 Issue
2nd Place Best Magazine of 2025 | Syracuse Press Club, Syracuse, NY

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