



EDUCATION

Bowling Green State University | May 2019
BFA Graphic Design, Minor in Marketing, Cum Laude

CONTACT

Lauren Mackenzie Betenson

w: laurenbetenson.com

e: laurenbetenson@gmail.com

p: (330) 840-0897

HONORS & AWARDS

Student Gold Addy Award
American Advertising Federation
Toledo | Feb. 2019

Student Silver Addy Award
American Advertising Federation
Regional Finalist | March 2019

Dean's List
2015-2018

EXHIBITIONS

BFA Thesis Exhibition | March 2019
Senior Show Exhibition | May 2019

SKILLS

Adobe Illustrator & Indesign
Adobe Photoshop
Working knowledge in HTML & CSS
Adobe After-Effects
Figma
WP Engine Web Builder
Customer Service

EXPERIENCE

Designer | September 2019–Present
shark&minnow – Cleveland, OH

- Create visual text and imagery concepts to communicate ideas that inspire, inform, and captivate consumers.
- Think creatively to produce new ideas and concepts that align with customer/company requirements. Brainstorm and develop creative campaigns to support marketing efforts.
- Played a pivotal role in reimagining and refreshing the visual identity of Shark&minnow's clients, resulting in increased brand recognition and engagement.
- Produced visually stunning and user-centered website designs that combined aesthetics with seamless user experiences, contributing to enhanced online presence for clients.
- Translated complex ideas and concepts into visually engaging infographics and presentations, effectively communicating information to various target audiences.

Freelance Graphic Designer | July–September 2019
Awesome Otter – Westlake, OH

- Worked both directly and indirectly with clients to create logos and graphics for them.
- Attended kickoff meetings and developed relationships between a brand and company.
- Creatively problem solved different concepts and brought new ideas to the Awesome Otter design team.

Graphic Design Intern | May 2018–August 2018
Go Media – Cleveland, OH

- Created website wireframes, layout and printed marketing materials as well as branding designs for real world clients.
- Participated in daily client and office meetings to discuss upcoming projects and events.

Social Media Designer | April 2017–May 2018
BGSU Men's Soccer – Bowling Green, OH

- Developed promotional posters, video-animations, highlight reel graphics, and social media posts.
- Assembled file templates to be uploaded to the team's social media accounts and website.
- Transformed the team's social media accounts to be more relevant within the NCAA platform.