

LAUREN

LAUREN ANNE MAGNO

Graphic Designer

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EDUCATION

AUG 2017 - MAY 2022

CALIFORNIA STATE UNIVERSITY,
LONG BEACH

BFA Graphic Design

Minor Business Marketing

SKILLS

TECHNICAL

Adobe Photoshop

Adobe Illustrator

Adobe Photoshop

Figma

Adobe XD

Adobe Lightroom

Google Suite

Microsoft Suite

Tufting

Screenprinting

DISCIPLINES

User Experience

User Interface

Brand Identity

Packaging

Editorial Design

Advertising

Prototyping

Wireframing

Journey Mapping

User Survey/Interviews

INTERPERSONAL

Collaborative

Radical candor

Detail oriented

Visual thinker

Receptive of Feedback

EXPERIENCE

OCT 2022 - PRESENT • ALISO VIEJO, CA

DITA EYEWEAR

Junior Graphic Designer

- Designing custom window displays and POP materials for DITA, DITA-Lancier, DITA Epliluxury, Christian Roth for 11+ Flagships and 3,500+ Wholesale Accounts Globally
- Designing layouts for digital and printed seasonal catalogs, lookbooks, pricelists, sales packages, POP merchandise, press releases, invitations for trunk and trade shows, sell-in kits, and other translated marketing materials
- Creating an average of 56 story content/week for @DITAEYEWEAR to ensure timely publication daily
- Retouching campaign images, beauty shots, detail shots, and product images for DITA platforms, wholesale accounts, NuOrder, Shopify, Facebook, Google, and instagram
- Supporting ecom team by providing homepage assets for web and mobile, and creating content for Google, Facebook, and Instagram ads

MAY 2021 - PRESENT • ARTESIA, CA

IT DO BE RUGS

Rug Tufting Artist, Small Business Owner

- Independently designing and producing custom rugs, coasters, etc.
- Utilizing social media channels for business promotions
- Producing 10 rugs per 2- 4 weeks and spending 10+ hours/rug
- Organizing shipment schedules to align with projects

JAN 2021 - APR 2021 • BUENA PARK, CA

HAPPILY EVER ETCHED

Graphic Designer

- Independently designed 200+ orders/day and 50+ revisions/day for new and existing clients via Shopify and Etsy
- Communicating with the clients frequently, replying to 60+ emails within 48 hours
- Efficiently produced proofs and designs to align with shipment schedules

NOV 2020 - DEC 2020 • ARTESIA, CA

THE COLLECTIVE R+D

Freelance Graphic Designer

- Working directly with client to create their brand identity with logo system, color and typography palette
- Producing 100+ logo proofs within 2 week timeline; revisions in a 1 week timeline
- Created presentation decks for each client meeting using Adobe Indesign and Google Sheets