



# Lauren McCclone

262.613.9985 | laurenmcclone@gmail.com | [www.laurenmcclone.com](http://www.laurenmcclone.com)

## EDUCATION

**BACHELOR OF SCIENCE IN ART  
UNIVERSITY OF WISCONSIN**

Graphic Design Emphasis  
Business Certificate  
May 2012

## TOOLS

**ADOBE INDESIGN & ILLUSTRATOR**

Expert Level (10+ years experience)

**ADOBE PHOTOSHOP**

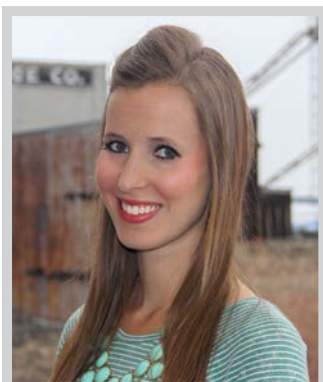
Advanced Level

## SKILLS

Logo Design + Branding | Print Design  
+ Layout | Environmental Branding  
Typography | Marketing | Photo Editing  
Creativity | Communication

## INTERESTS + HOBBIES

Traveling | Photography | Reading  
Tennis | Cooking | Drawing



## EXPERIENCE

**7+ YEARS DESIGN | 5 YEARS MARKETING**

**LAUREN McCclone DESIGN LLC | OWNER**

**JANUARY 2017 – PRESENT**

- Provide versatile freelance graphic design services to diverse clientele
- Creativity in designs, concepts, and sample layouts based on knowledge of typography, aesthetic principles, and client requirements
- Analytical ability to see projects from a customer's point of view and the artistic ability to create engaging designs that communicate clients' messages and appeal to those customers

**EPPSTEIN UHEN ARCHITECTS | MARKETING COORDINATOR**

**AUGUST 2013 – JUNE 2017**

- Environmental branding and graphic design for a variety of architectural spaces and clients (including Harley-Davidson, Menasha Corporation, Northwestern Mutual, The Milwaukee Bucks, and Acuity)
- Facilitated the proposal and interview process with diverse stakeholder teams, often with multiple firms, to develop **customized and compelling responses** to client RFPs
- Coordinated and directed professional photography of completed projects and performed **photo retouching**
- Established brand standards and applied them across EUA's portfolio of print and web materials to create a consistent aesthetic and message

**UNIVERSITY OF WISCONSIN SCHOOL OF BUSINESS (WSOB)**

**CAREER CENTER | GRAPHIC DESIGN INTERN**

**MARCH 2011 – MAY 2012**

- Managed the design and printing of informational materials for recruiters, staff, and students
- Designed the WSoB Undergraduate Programs Guide distributed by the Director of Admissions to **thousands of prospective students**

**STUDENTPRINT | GRAPHIC DESIGNER**

**MAY 2010 – MAY 2012**

- Completed design projects for a diverse client base in an **agency-like environment**, utilizing problem solving and strong communication skills to creatively meet various design needs
- Created **large-scale communication campaigns** for several University of Wisconsin departments, including the UW Student Bus Pass, distributed to **25,000+ students** each semester



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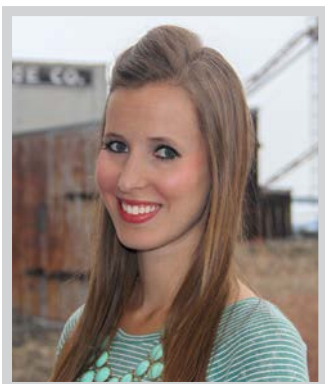
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