

# Lauren Kenny

## EDUCATION

Carnegie Mellon University  
Bachelor of Design (BDes)  
Double major: Design & Linguistics  
Graduating May 2021

## HONORS

Dean's List  
Carnegie Mellon – Spring 2018  
Scholastic Art & Writing Awards 2017  
1 National Silver Medal  
2 Regional Gold Keys

## SKILLS

User Research  
Systems Thinking  
Design Systems  
Creative Strategy  
Interaction Design  
Visual Communication  
Information Architecture  
Rapid Prototyping  
Storyboarding  
Wireframing  
Bookbinding  
Typography  
UX / UI

## TOOLS

Adobe CC (Ai, Ps, Id, Ae, Xd, Pr)  
Figma / Sketch  
Photography (digital + film)  
HTML / CSS / jQuery  
Python  
p5.js  
SketchUp  
Wordpress  
Keynote  
Axure  
Praat  
Jira

## EXPERIENCE

### Product Design Intern | Maven Machines

JUNE 2020 — PRESENT (Pittsburgh, PA)

Fully integrated into an agile product team working to design a new product for our enterprise software suite. Working directly with product managers and software engineers to develop a product roadmap and design phased iterations of the product. Conducting user interviews to validate proposed features and functionality. Designed and released multiple features to various trucking fleets.

### Digital Marketing Director | Wind Chime Properties

AUGUST 2020 — PRESENT (Glen Allen, VA)

Auditing current digital presence, and designing a one-year marketing plan to increase client intake. Managing and redesigning the company website and all social media.

### Freelance Designer

JANUARY 2015 — MAY 2020 (United States)

Contracted to design company logos, event posters, information booklets, motion graphics, and marketing materials. Recently worked with a wearable technology startup to develop a brand vision and design consumer facing communication materials and packaging.

### Design & Marketing Intern | IKOR of Western Pennsylvania

JULY 2019 — MARCH 2020 (Pittsburgh, PA)

Developed the digital presence for a life care management firm. Designed and created a responsive company website and used SEO strategies to improve site traffic. Built out the company brand identity with new colors, typefaces, and icons.

### Graphic Designer | Center for Student Diversity & Inclusion

AUGUST 2019 — NOVEMBER 2019 (Pittsburgh, PA)

Designed print media for various conferences and events. Worked alongside the Center committee to design a brand strategy for each event.

### Visual Designer | Brand X Challenge

MARCH 2019 — APRIL 2019 (Pittsburgh, PA)

Member of a four person team that designed a mock experiential campaign for Uber Health from the ground up. Learned about developing a campaign message, designing a system, following brand guidelines, and translating a brand across multiple platforms (motion graphics, physical spaces, social media, print media).

Our team placed sixth out of 200 teams.

### Marketing Board Co-Leader | Susan G. Komen Teen Advisory Board

SEPTEMBER 2015 — MAY 2017 (Richmond, VA)

Helped promote the Susan G. Komen organization and annual Race for the Cure through social media and advertisements. Developed the Teen Advisory Board brand identity. Learned about following strict brand guidelines and growing an organization through the use of web, social media, and print media.