

# Lauren Kenny

## EDUCATION

### Carnegie Mellon University

Bachelor of Design (BDes)  
Majors: Design, Linguistics  
2017 — 2021

## HONORS

**2019 Brand X Challenge**  
[6th place out of 200 teams](#)

**2018 Dean's List**  
[Carnegie Mellon — Spring 2018](#)

**2017 Scholastic Art & Writing Awards**  
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  
Figma  
Sketch  
SketchUp  
Axure  
Wordpress  
Keynote  
Praat  
Jira  
Python  
p5.js  
HTML, CSS, jQuery

## EXPERIENCE

### Product Designer | Maven Machines 1 month

JUNE 2021 — PRESENT (Pittsburgh, PA)

Leading a team of designers and PMs to reimagine and redesign our Fleet Management Platform to streamline real-time monitoring and increase operational efficiency. Building out our driver-facing application to increase driver productivity and driver satisfaction.

### Product Design Intern | Maven Machines 1 year

JUNE 2020 — JUNE 2021 (Pittsburgh, PA)

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

### Digital Marketing Director | Wind Chime Properties 11 months

AUGUST 2020 — JUNE 2021 (Glen Allen, VA)

Audited the current digital presence, and designed a one-year marketing plan to increase client intake. Redesigned the company website and managed social media platforms.

### Freelance Designer 5 years

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 9 months

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 4 months

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 2 months

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 Leader | Susan G. Komen Teen Advisory Board 1 year 8 months

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.