

LAUREN GUERRA

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www.laurenguerra.com

EXPERIENCE

2013-
Present

QOSINA CORP - QOSMEDIX

Graphics Manager/Art Director

Successfully manage team of five, oversee production, printing and design of 2 400+ page full-line catalogs, as well as all printed and web-based marketing collateral for the company. This includes all company branding, design and content management of 2 eCommerce sites, 12+ yearly mailers, brochures, trade show graphics, social media graphics, 3 monthly e-Newsletters, 200+ yearly print and online advertisements, website maintenance and all other projects designed by team. Also, managed budget, photography production, pre-press preparation and database maintenance.

2010-
2013

QOSINA CORP - QOSMEDIX

Sr. Graphic Designer

Head of Design for Qosmedix
Designed 400 page full-line catalog, 10+ mailers, 25+ print and online advertisements, social media graphics, monthly e-Newsletters, PowerPoint presentations, trade show graphics, e-Commerce design and maintenance, all other marketing collateral and company branding.

2007-
Present

INNOVATION SPECIALISTS INC.

Freelance Graphic Designer

Design catalogs, brochures, packaging, print ads, sell sheets, and corporate identity for their range of clients.

2008-
2010

THE CREATIVE GROUP

Freelance Graphic Designer

Freelance and temp jobs for various clients including working as a temp production artist freelancer for NBTY designing and editing vitamin labels for Vitamin World, Shoprite, Walgreens, CVS and Target.

2008-
2009

LIGHTSPEED SOLUTIONS

Graphic Designer

Designed all print based work for our clients, including the organization and design of the full ExecuTrain Catalog, postcards, packaging, posters and mailers.

2007

HAYMARKET GROUP LTD.

Design Assistant

Layout design and production work for Chocolatier and Pastry Art & Design magazines.

EDUCATION

NEW YORK INSTITUTE OF TECHNOLOGY 2011

M.F.A - Graphic Design

FASHION INSTITUTE OF TECHNOLOGY 2008

B.F.A - Graphic Design

FASHION INSTITUTE OF TECHNOLOGY 2006

A.A.S - Communications Design

PROFESSIONAL SKILLS

Catalog Development	Art Direction
Project Management	Publication Design
Team Management	Social Media Marketing
e-Commerce Production	Trade Show Graphics
HTML/CSS/Wordpress	Timeline Management
Packaging Design	Digital Imaging
Taxonomy Specialist	AIGA Member
Database Management	Wedding/Event Design
eMail Marketing	Indexing

SOFTWARE

Adobe Creative Cloud	WordPress
Microsoft Office	NOP Commerce
EasyCatalog	Access
SharePoint	Quark
Microsoft CRM	Keynote
ClickDemensions	Prezi
SLI Search	ExactTarget

PERSONAL INTERESTS



Musician



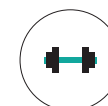
Baking



Coffee



Cameras



Fitness