

Portfolio

Lauren Smith /
Selected Graphic Works /
Twenty Twenty Three.



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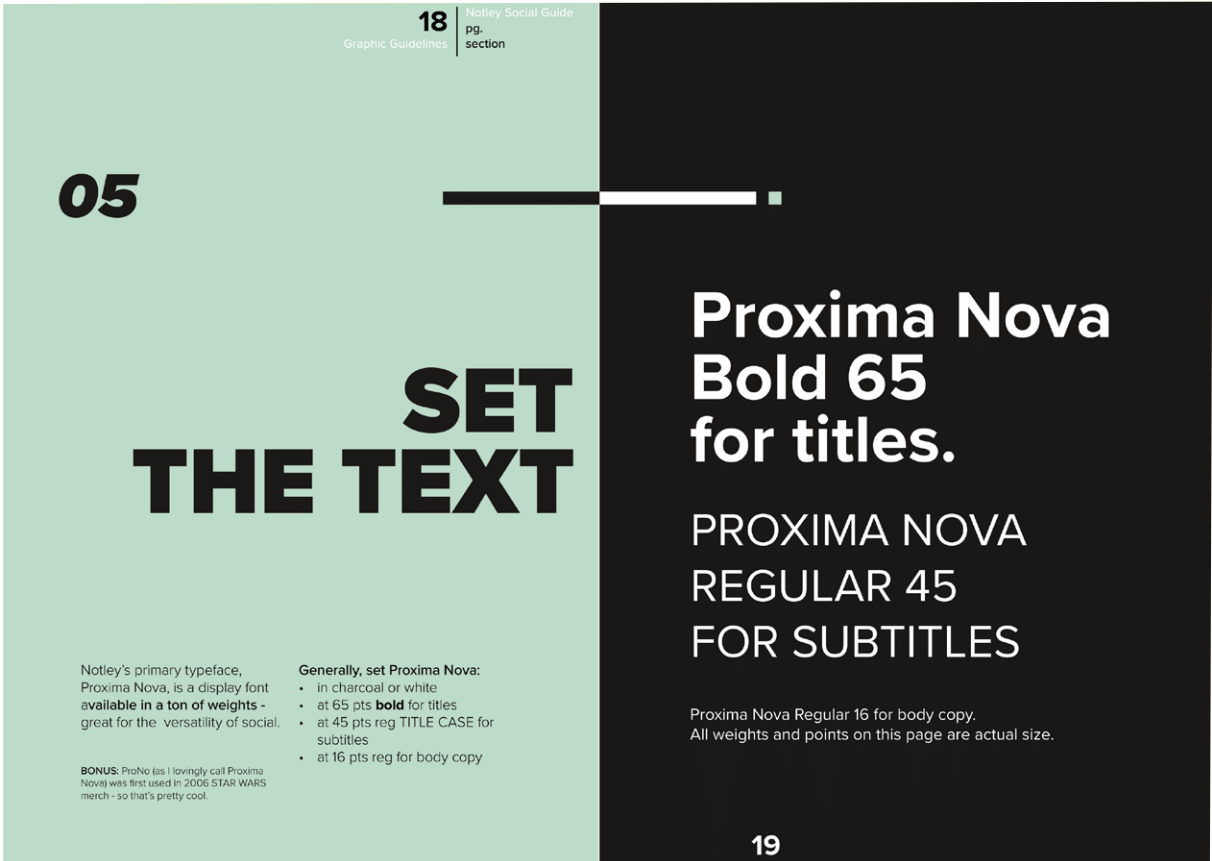
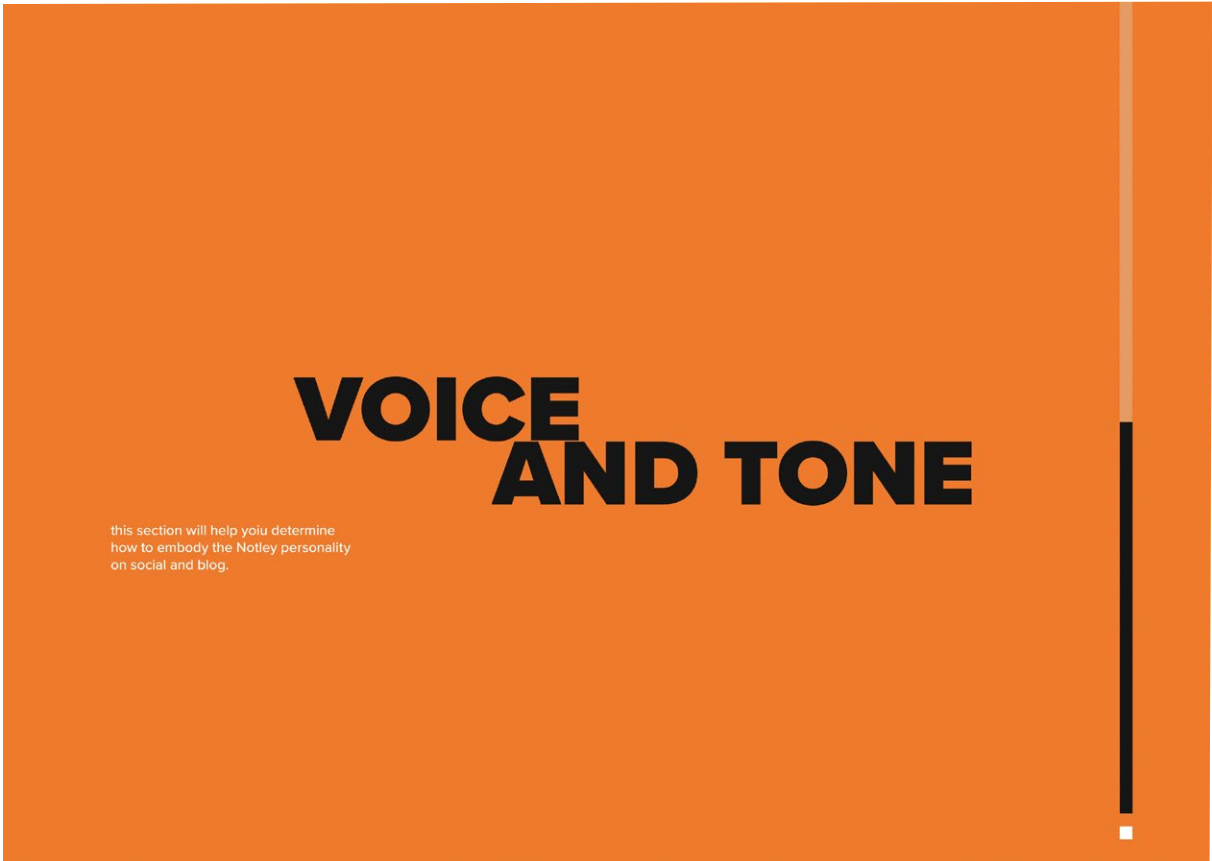
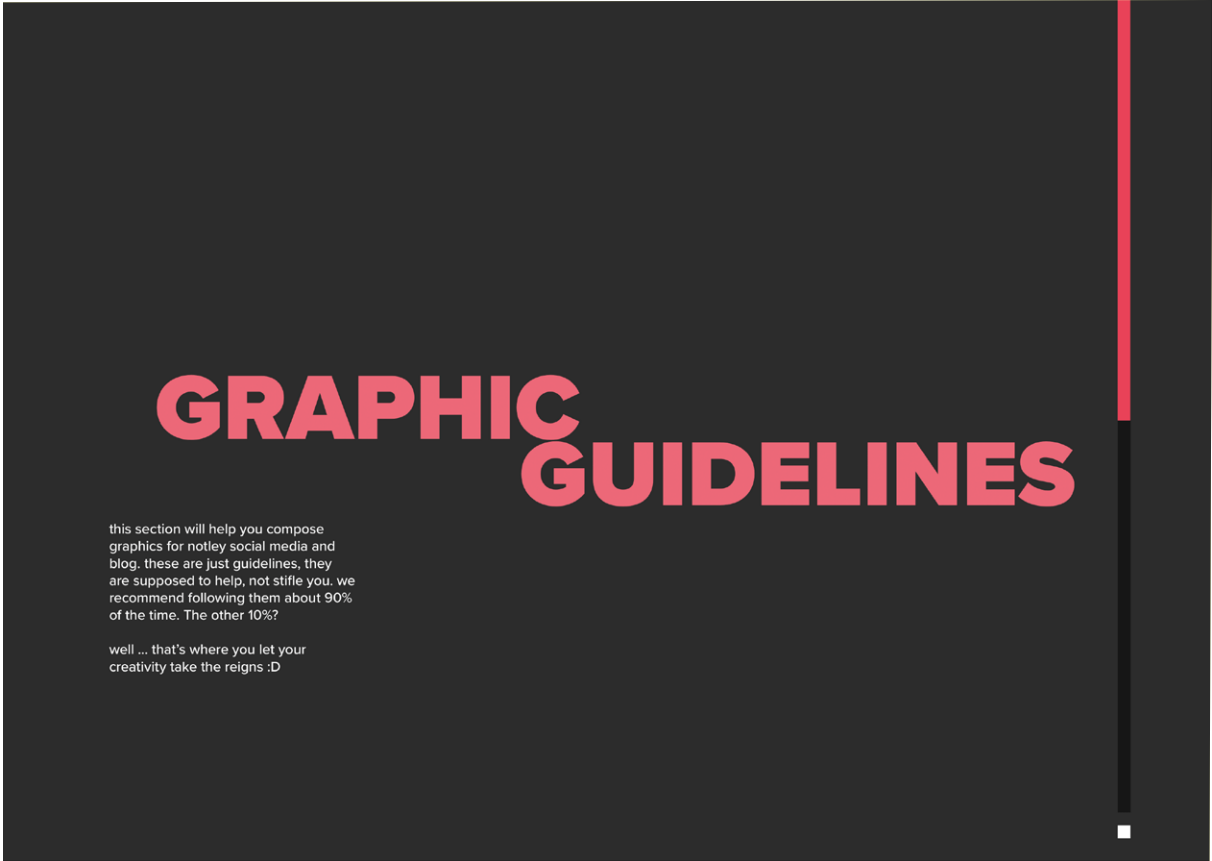
Guided Along

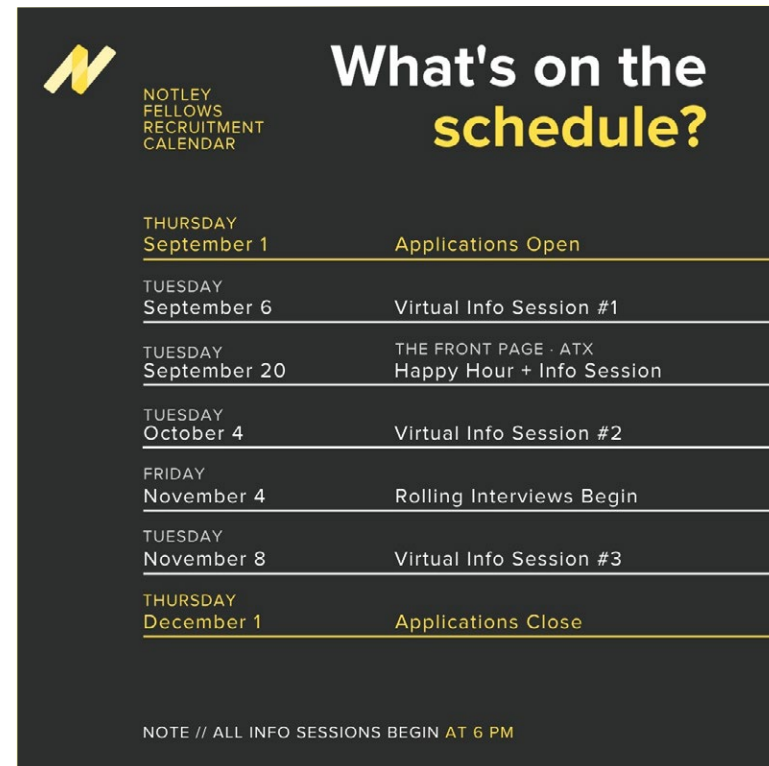
A graphics, voice and tone guide designed for Notley Enterprises.

Culled months of social media data and focus group insights to develop a visual and written content language + this accompanying instructional document.

Read this book and create consistent, high-quality Notley content from Facebook to Threads.







What's on the schedule?

NOTLEY FELLOWS RECRUITMENT CALENDAR

THURSDAY September 1	Applications Open
TUESDAY September 6	Virtual Info Session #1
TUESDAY September 20	THE FRONT PAGE - ATX Happy Hour + Info Session
TUESDAY October 4	Virtual Info Session #2
FRIDAY November 4	Rolling Interviews Begin
TUESDAY November 8	Virtual Info Session #3
THURSDAY December 1	Applications Close

NOTE // ALL INFO SESSIONS BEGIN AT 6 PM



NOTLEY/MONITOR POLL FINDING #2

Austinites can't agree on greatest park challenges or solutions.

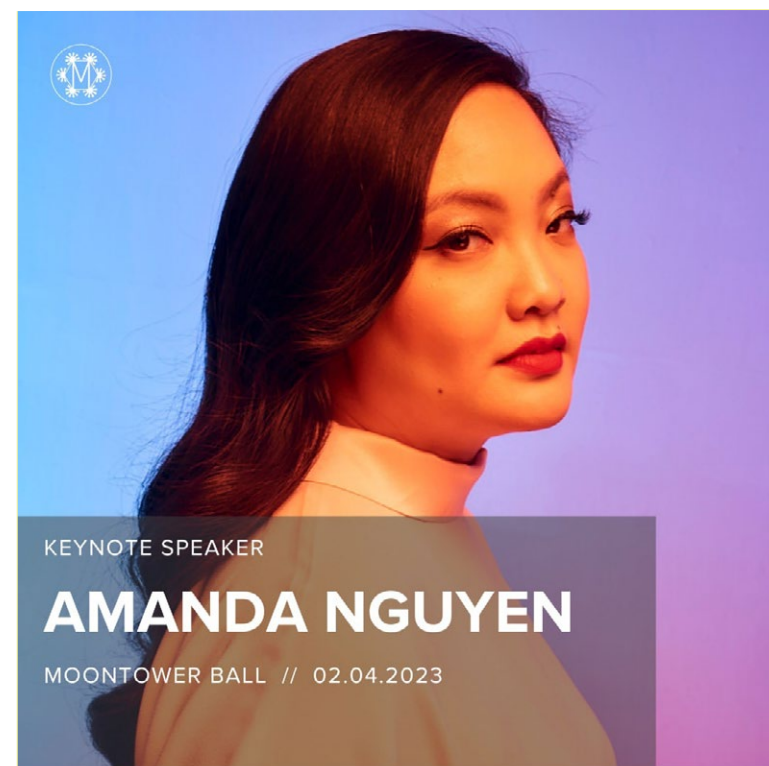


CURIOUS ABOUT THE FELLOWSHIP? YOU'RE INVITED!

Notley Fellows Happy Hour + Info Session

SEPTEMBER 20 // 6-7:30 PM

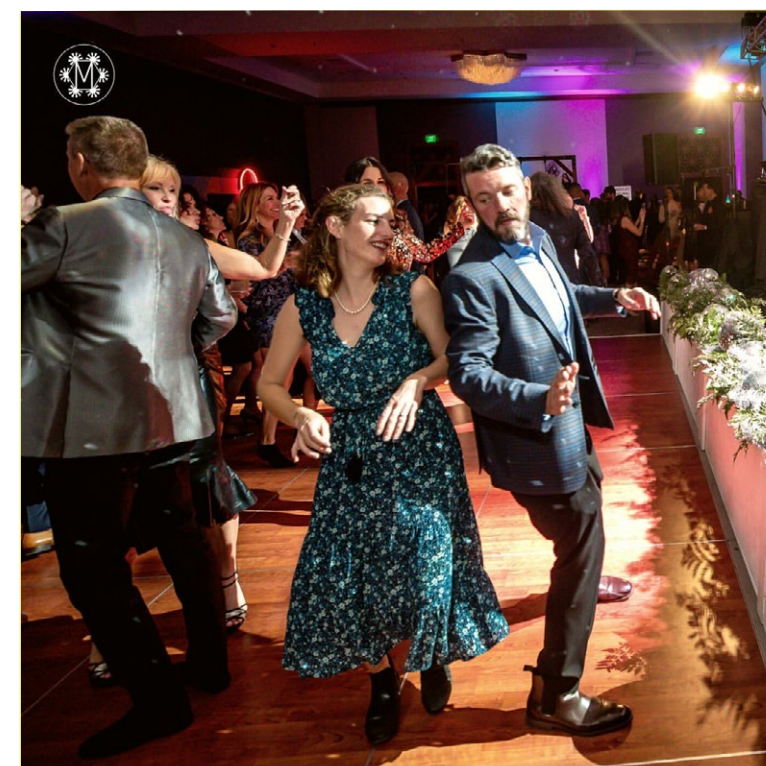
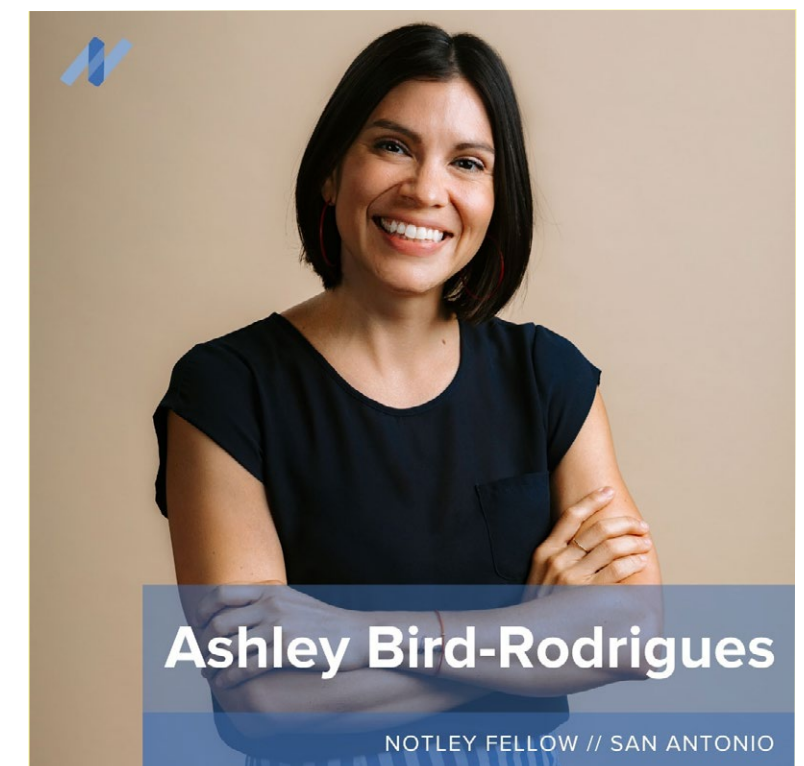
THE FRONT PAGE
1023 SPRINGDALE RD.
SUITE 1J // AUSTIN, TX



KEYNOTE SPEAKER

AMANDA NGUYEN

MOONTOWER BALL // 02.04.2023

Ashley Bird-Rodrigues

NOTLEY FELLOW // SAN ANTONIO

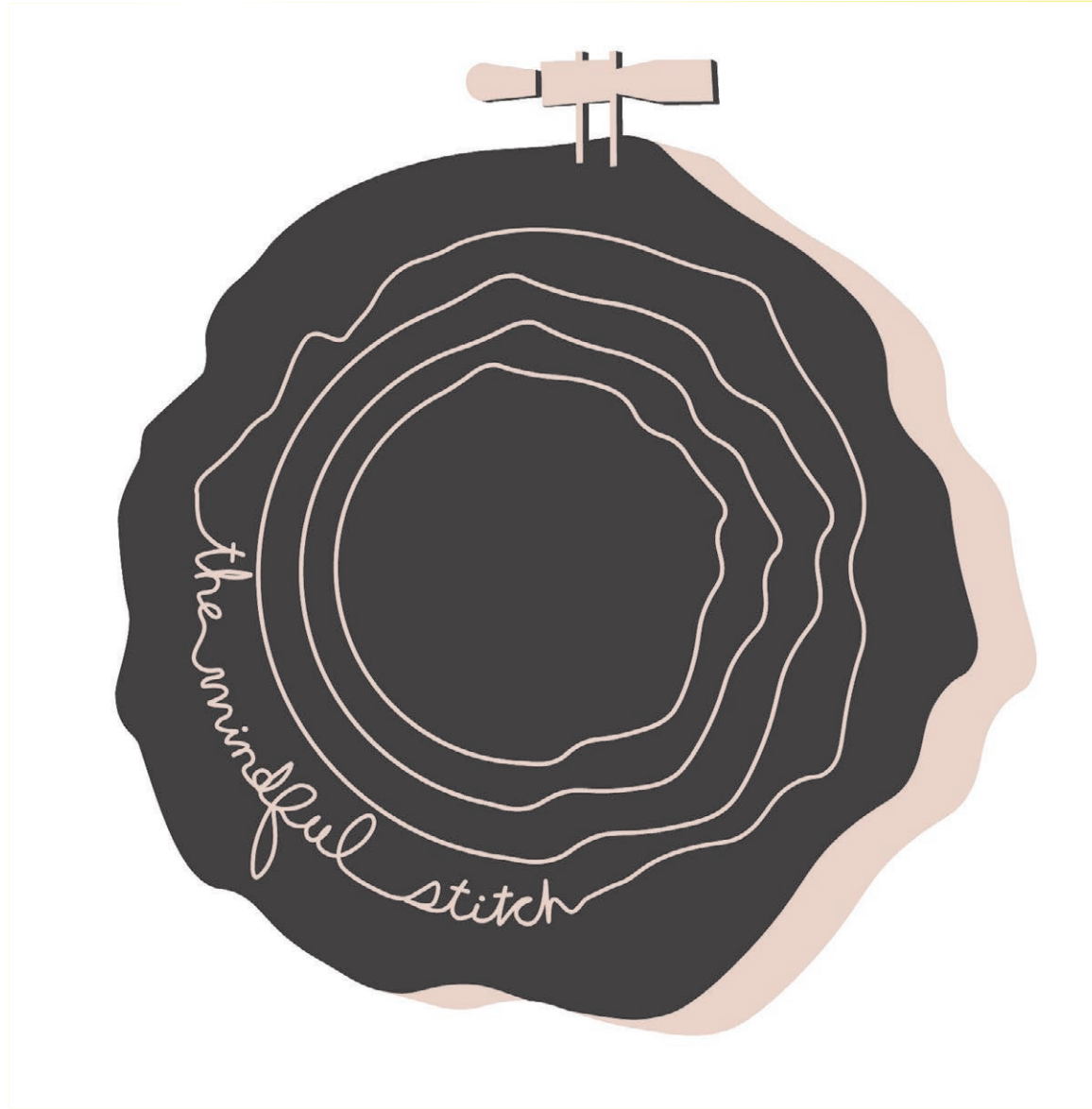
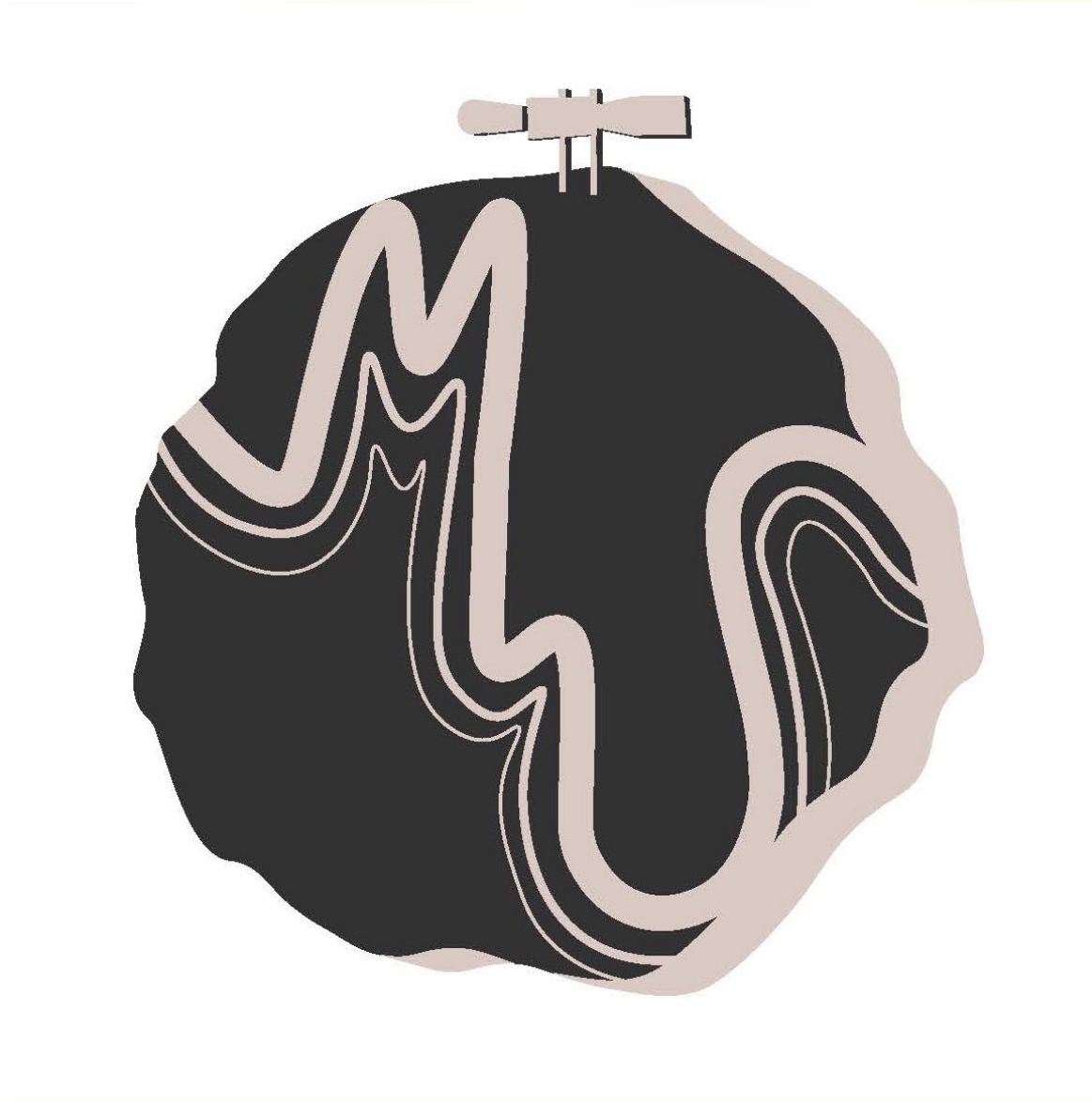
sample posts deploying
Notley social guidelines

Stitched Up

Branding for The Mindful Stitch, a top-notch hand embroidery business based in Austin, TX.

Focus on clear symbolism and bold color story to translate the joy of embroidered artwork to client's potential audience.





left / social media logo
right / primary logo

The Big One-Zero

Event-specific branding for the ten year anniversary of Philanthropitch, a social impact pitch competition for non-profits.

Impactful topography and contrast bring new, but consistent life to a ten year old brand just in time for their milestone celebration.

The first ever free Philanthropitch event and the first to host musical artists meant connecting with a larger potential audience by highlighting music content in promotional graphics.



10 years of Phil-anthro pitch

ft. Zach Person + friends

October 18
ACL Live | 310 W Willie Nelson Blvd

tickets available
philanthropitch.org

10



promotional instagram posts

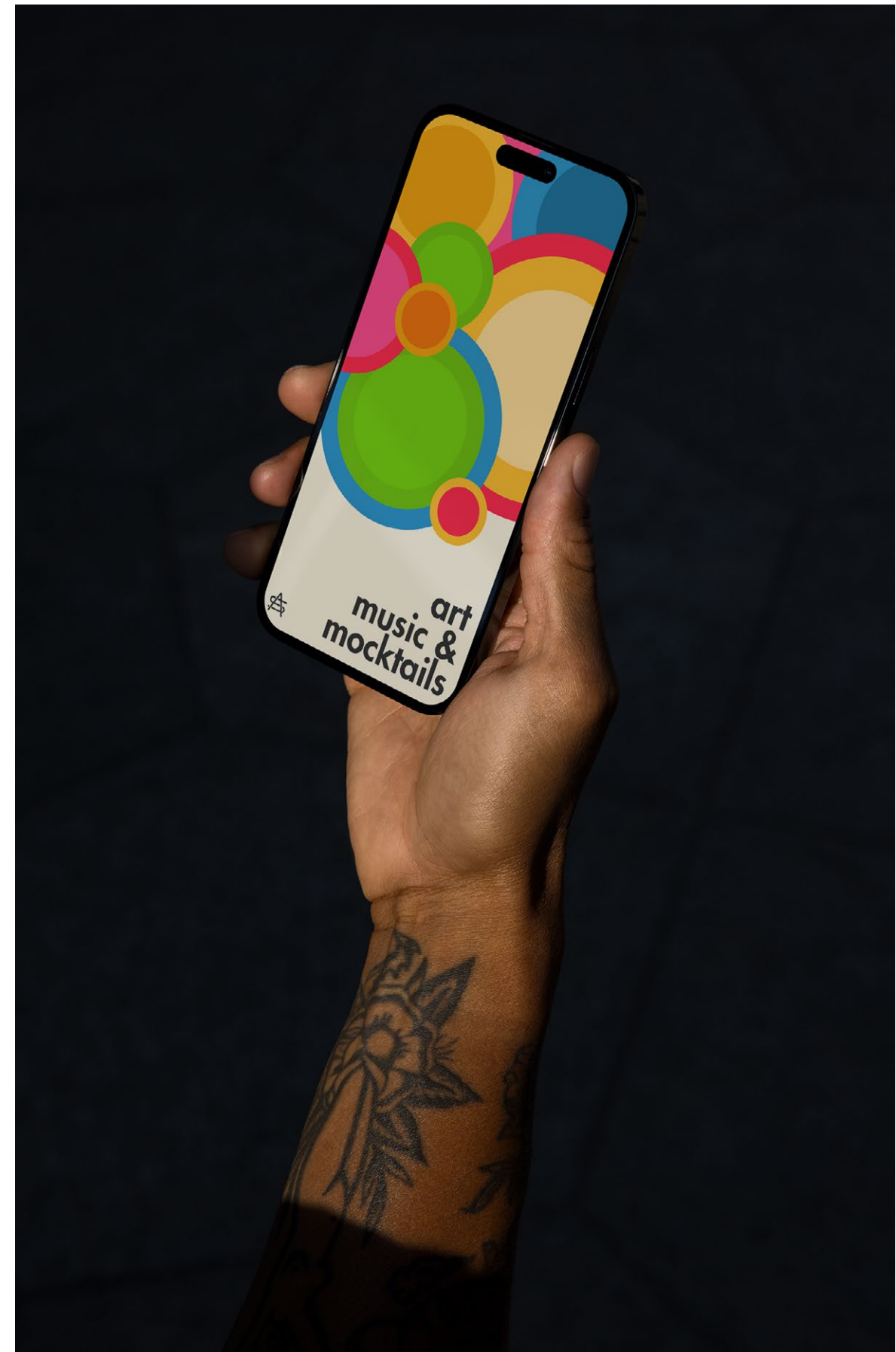
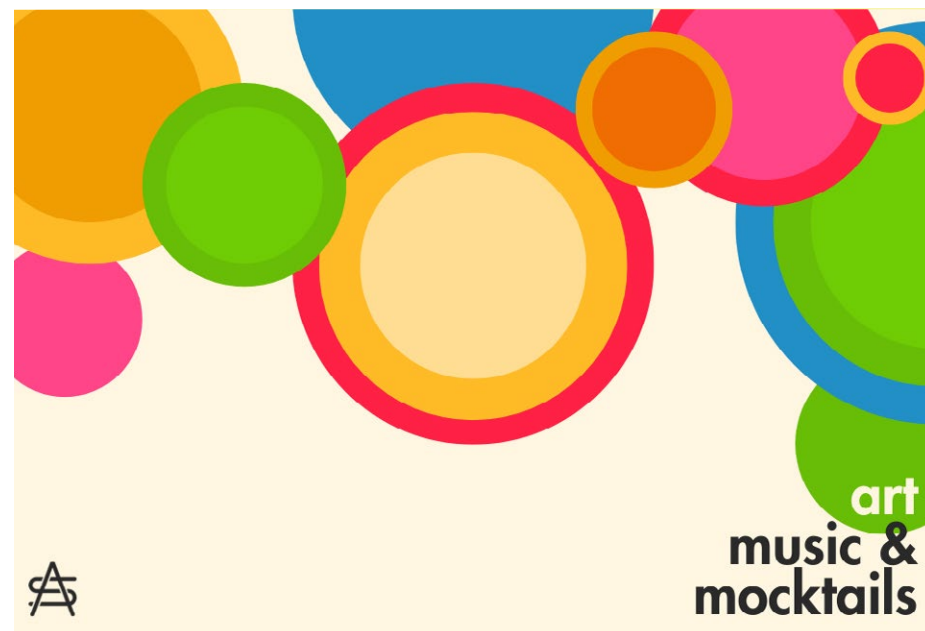


Art for The Bold

Event Branding for Art, Music and Mocktails — the annual fundraiser of Black Arts organization and publisher Amaris Simone.

Bright, bubbly and bustling was the brief from this client. Cue a saturated color story and concentric language to reflect the diversity and closeness of this special art community.

left / instagram story
below / evite



Résumé

Work Experience

Content Strategist + Designer — Notley May 2021 - March 2023

° Conceptualized, prototyped and published visual + written content, including social media, print media, digital ads, and site updates for 4 non-profit clients.

° Designed content plan and multi-platform campaign for the Notley 2023 rebrand launch. Created brand’s first social media-specific brand guidelines with design principles, typesetting rules, and sample templates, increasing efficiency by 50% and engagement by 21% over 6 months.

° Partnered with cross-functional teams to launch two client websites. Conducted user + customer journey research, wrote all UX copy and designed all in-site content. Partnered with designers in prototyping process using Figma.

Sales and Marketing Coordinator — Jayjun Aug 2020 - May 2021

° Led U.S. communications and marketing team for internationally-based organization. Served as brand’s designer, english copywriter, social media manager and content planner. Direct report for graphic design intern.

° Developed and executed large beauty brand’s content, designing social media, B2B sales media and partnered content that led to over 15 million impressions across Instagram, TikTok, YouTube and Spotify Podcasts.

° Managed marketing, AR and logistics for five vendor accounts, including Costco, CVS and TJX Companies.

Designer + Content Specialist — Freelance October 2017 - Present

° Freelance specialist using Adobe Creative Suite and Figma to craft effective content, design graphics, and build websites that help clients reach communication goals. Notable clients include CPG startup *Wonderbelly*, arts org *Amaris Simone* and educational institution *Pro-Vision Charter School*.

Education

The University of Texas at Austin Graduated - May 2020

Bachelor of Science, Public Relations
Concentration — Textile + Apparel Design
Scholar — Forty Acres Scholarship Program, 2016 - 2020

Tools

Adobe Creative Suite
Adobe InDesign
Adobe Illustrator
Adobe Premiere Pro
Adobe After Effects
Figma
HTML/CSS
Wordpress

Skills

Design
Prototyping
Content Managment
Site Design
Project Management
Social Media Marketing
Data Analytics + Reporting
Copywriting

Additional Experiences

Seedling Mentor
— 2022 - Present

Americorps VISTA Member
in Arts Programming
— Summer 2020

Program in International
Communications: Erfurt, DE
— Summer 2018

Thank You!

