LAUREN SMITH

I am a designer and content strategist who builds digital experiences and scalable design systems. Whether web, print or product - I collaborate with teams to clarify the complex, making designs that work and feel good to use.

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Skills + Softwares

Design + UX
- Adobe InDesign/ Illustrator
- Figma *(wireframing, prototying)*
- Accessiblity Compliance
- Design Systems
- Brand Guidelines

Development + Analytics
- WordPress
- HTML/CSS/JS
- Google Analytics

Marketing
- Mailchimp
- CRM (Nutshell)
- Canva
- Sprout Social/Planable

Education

BS, Public Relations, *University of Texas at Austin* — *2016 - 2020*

Additional Experiences

Americorps VISTA, Elisabet Ney Museum — *Summer 2020*

Summer Program in Communication, University of Erfurt, Germany — *Summer 2019*

Title	Company	Dates Worked
Marketing Strategist	Art + Artisans	*March 2024 - Present*

- Lead all B2B marketing strategy for commercial art consulting firm, managing owned channels (website, social, email,blog) and collaborating cross-functionally with sales and project teams, achieving in 2025: 100% increase in social engagement, 28% increase in social following, 100% increase in social referral acquisition, and a 20% increase in email subscriptions.
- Design and maintain company website, creating wireframes and prototpes in Figma and implementing iterative improvements to optimize user experience, navigation, accessibility and conversion, resulting in increased engagement and lead generation.
- Design and write all RFP responses, sales presentations, case studies, keynote speeches, and technical proposals for executive and architect stakeholders, developing scalable template systems that streamlined production and elevated brand consistency.
- Create data visualizations, infographics, and reports translating art impact studies and commercial real estate metrics into clear, accessible graphics for potential clients.

Content Strategist	Notley Foundation	*May 2021 - March 2023*

- Led website redesign for Notley Foundation as content strategist, conducting user research and stakeholder interviews to clarify organizational identity, collaborating with designer and developer to wireframe in Figma and write all site content to help visitors understand Notley's mission and portfolio of partner organizations.
- Developed social brand template systems that increased content production efficiency by 50% and engagement by 21% acreoss 3-6 nonprofit organizations.
- Led content strategy and campaign execution for nonprofit clients, collaborating with designer and digital marketer on omni-channel campaigns.

Marketing Coordinator	JAYJUN International	*August 2020 - May 2021*

- Managed U.S. market entry strategy and visual communications for Korea-based beauty company, overseeing brand localization, retail partnerships (TJX, CVS, Costco), content creation, influencer marketing, and graphic design/video team for the U.S. branch of this $44M brand.
- Designed localized visual content and packaging language for 40+ products, adapting complex product information for the U.S. consumer market and regulatory bodies.