






LAUREN HENEGHAN

Product Designer

CONTACT

-  (410) 937-8005
-  laurenheneghan.com
-  lauren.heneghan@gmail.com

SCHOOL

- 2022 **DesignLab** for UX/UI Design
- 2014 **George Mason University** for BFA in Graphic Design

PROFICENCY

Adobe Creative Suite, Figma, Whimsical, Miro, Trello, Wordpress, Salesforce

SKILLS

- Product Design
- Research & Testing
- Graphic Design
- Social Marketing
- Illustration

ABOUT ME

I have over eight years of design experience in addition to careers in leadership development and hospitality. I have found that the more I learn about people, their desires, and how we interact, the more I am drawn back to the importance of clear communication, accessibility and an invitation into experiences.

EXPERIENCE

2020-2022 | FREELANCE DESIGNER

- Jill's House (May 2022-current)
 - Editorial Design - booklets and programs
 - Print Design - mailers, brochures, newsletters and merchandise design
 - Print Production - preparing vector and photo files for optimal printing on paper and merchandise
- The Hope and Glory Inn (2021)
 - Research - conducted regular direct/indirect competitor SWOT analysis for marketing
 - Web Design - maintenance and daily updating of the Wordpress website
 - Social Media Marketing - daily Instagram, Facebook, and website posts to promote the town, room rentals, and onsite dining experience
- My Wound Doctor (2020-2021)
 - Logo Design - research, sketching, iteration, and brand identity kit development
 - Research - conducted tele-health direct/indirect competitor analysis for marketing
 - Social Media Marketing - monthly Instagram, Facebook, and Twitter campaigns

2018-2020 | STAFF ASSOCIATE II - Young Life College

- Leadership Development - recruit and train volunteer leaders and lead them in spiritual growth
- Public Speaking - monthly presentations to an audience of 40+
- Resource Development - plan and execute personal and area fundraising
- Graphic Design - merchandise, social media, and editorial design

2015-2016 | ART DIRECTOR - Washington City Paper

- Editorial Layout Design - weekly production of cover design and inside layout design
- Illustration Design - supplementary illustrations and graphics for weekly editorial pieces
- Event Brand Development - monthly event brand identity, social media campaigns, and print materials for all events