
Lauren Morel

Bristol, CT • 860-519-6706 • laurenmoreldesign.com

Art Director, Graphic Designer

Experienced Art Director and Graphic Designer with a demonstrated history of working in the design industry. Skilled in conceptualizing, designing, and executing creative assets for various clients and campaigns. Strong background in both print and digital design.

WORK EXPERIENCE

The LEGO Group • Enfield, CT • 01/2017 – Present

Art Director

- I began as a freelance Digital Art Director on the LEGO Brand Retail team, where I conceptualized, art directed, and designed a variety of online assets for campaigns.
- I was then hired full-time on the 3rd party Ecomm team, working with major retailers like Amazon and Walmart.
- Currently, I'm back on the LEGO Branded Channels team, where I work on full-scale campaigns for both online and in-store.

Cashman + Katz • Glastonbury, CT • 06/2015 – 01/2017

Art Director

- As an Art Director at C+K, I conceptualized and designed an array of print and digital assets for healthcare, non-profit, and government clients.

Catapult Marketing • Westport, CT • 01/2014 – 05/2015

Art Director

- I contributed to the concept development, design and execution of direct marketing materials for Frontier Communications Company.
- Materials include direct mail, digital advertising, landing pages, and broadcast.
- Working closely with copywriters to develop on-brand integrated campaigns.

Keiler & Company • Farmington, CT • 07/2010 – 12/2013

Art Director

- As an Art Director, I collaborated with copywriters to oversee the full lifecycle of advertising and marketing campaigns for a diverse client roster, including Lockheed Martin, Deloitte, Stanley Proto, and the Connecticut Sun.

SKILLS

Adobe Creative Suite, Animation, Art Direction, Campaign Management, Composition, Concept Development, Digital Art Direction, Figma, Graphic Design, Integrated Campaigns, Mac, Motion Graphics, Print Production, Sketch, Team Collaboration, Typography

EDUCATION

Bachelors of Fine Art in Graphic Communications Concentration

Lehigh University
Bethlehem, PA

FastSigns • Bristol, CT • 01/2009 – 07/2010

Graphic Designer

- As the lead designer, I handled all aspects of the design and production process for large-format printing projects.
- This included working extensively with vinyl cutters and solvent printers, performing daily maintenance tasks.
- I designed custom posters on both Mac and PC platforms, as requested.
- Additionally, I operated the vinyl cutter to cut and mount printed vinyl artwork onto a variety of substrates.

Journal Register Company • Bristol, CT • 11/2007 – 01/2009

Graphic Designer

- Using Adobe InDesign, I laid out and designed pages for 12 weekly publications.
- I also resized and color corrected staff-submitted photos, and developed new concept designs for special sections and house advertisements.

1-800-Postcards • New York, NY • 10/2004 – 11/2007

Graphic Designer

- I designed and color-corrected postcards, processed customer orders, and pre-flighted files to ensure they met all qualifications for high-quality offset printing.
- Simultaneously, handled all aspects of customer service.