

LAUREN COONEY

GRAPHIC DESIGNER & CREATIVE HUMAN

CONTACT

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EDUCATION

B.F.A. GRAPHIC DESIGN

Endicott College

College of Visual Arts

SKILLS

ADOBE SUITE (*Illustrator, InDesign, Photoshop, After Effects, Lightroom*)



HTML, CSS



WORDPRESS & JIRA



PLM



BRANDING



ILLUSTRATION



SKETCH & FIGMA



MICROSOFT OFFICE



PHOTOGRAPHY (*digital + film*)



Early Experience

COED SPORTSWEAR

June 2015- August 2015

IMAGE UNLIMITED COMMUNICATIONS

June 2017- June 2018

Highlighted Skills

Creative Design: Branding, apparel graphics, illustration, digital & print collateral

Programs Used: Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, dimension), Sketch, Figma, PAC, HTML/CSS, WordPress, Asana

Strategic Execution: Brand storytelling, creative direction alignment, visual identity development

Collaboration & Leadership: Management & cross-functional teamwork with designers, developers, merchandisers, and creative directors.

Additional Skills: Photography (digital + film), packaging design, content creation, CADs, Apparel Design

EXPERIENCE

FREELANCE GRAPHIC DESIGN *May 2018- Present*

Build brand identities, logos, apparel graphics, e-commerce sites, and marketing collateral.

Clients include The Drift Collective, Shop Terpsichore, Summer Sessions, SOWA, and independent artists.

PUMA NORTH AMERICA, BOSTON MA *August 2021- Present*

Graphic Design II - Senior Graphic Designer

Lead design of seasonal, key account, and event graphics across apparel lines. Partner with creative directors and apparel designers to ensure cohesive brand storytelling.

Manage CADs, artwork pages, and tech packs in PAC; communicate directly with factories.

Track and review all graphic strike-offs to ensure quality and brand alignment.

Calendar/Timeline & Workload management across multiple categories

Graphic Design Temp *May 2019- 2020*

Lead design of seasonal, key account, and event graphics across apparel lines.

Built tech packs and CADs within PLM for seamless handoff to production teams.

VITAL DESIGN, BOSTON MA *June 2020- 2022*

Graphic Designer

Designed digital/print collateral and websites for clients including Reebok, Duck Creek, and BankPov.

Collaborated with developers and project managers to deliver brand-aligned creative.

LIFE IS GOOD, BOSTON MA *February 2020- 2021*

Production Designer

Designed graphics for accessories, social media, and product categories.

Ensured brand consistency across all visuals, from concept through production.

Assisted in in-house studio product photography.

Managing communication between design team & print factories