

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

OVERVIEW

- Creative and detail-driven Graphic Designer with a multidisciplinary skill set spanning from apparel graphics, branding, visual identity, packaging, and UX/UI focused design. I thrive in building fresh, brand-right storytelling and bring concepts to life through elevated, consumer obsessed design that connects across product and experience.
- **SKILLS:** Branding, apparel graphics, illustration, visual identity, digital/print design, packaging, content creation, CADs, apparel design, photography; Adobe Creative Suite, Sketch, Figma, PAC, HTML/CSS, WordPress, Asana; cross-functional collaboration and creative direction alignment.

EXPERIENCE

▫ FREELANCE GRAPHIC DESIGNER *MAY 2018–Present*

Lead end-to-end creative for brand identities, logos, apparel graphics, e-commerce sites, and marketing collateral. Client base includes The Drift Collective, Shop Terpsichore, Summer Sessions, SOWA, and independent artists to deliver cohesive, elevated design solutions across digital and physical touchpoints.

▫ PUMA NORTH AMERICA, BOSTON, MA *August 2021–Present* Graphic Design II - Senior Graphic Designer

Lead apparel graphic direction for seasonal, key account, and brand initiatives, creating elevated, consumer focused concepts that map to brand and marketplace needs. Drive trend storytelling across categories through tight partnership with creative directors, apparel design, development, and merchandising. Oversee CADs, tech packs, and strike-offs with factories to ensure executional excellence, quality, and alignment to seasonal vision. Manage timelines and workflows across multiple categories to deliver clear, on-time creative.

Graphic Design Apprentice *May 2019- 2020*

Supported apparel graphics for seasonal and key account categories. Built CADs and tech packs in PAC/AI to ensure accurate, efficient development.

▫ VITAL DESIGN, BOSTON, MA *JUNE 2020–2022* Graphic Designer

Led design of digital and packaging, print collateral, website experiences, and brand assets for clients including Reebok, Duck Creek, and BankPov. Partnered closely with developers, project managers, and client teams to deliver cohesive, brand-aligned designs. Built online shops and developed complete online brand identities for emerging businesses using Sketch & Invision.

▫ LIFE IS GOOD, BOSTON, MA *FEBRUARY 2020–2021* Production Designer

Designed graphics for apparel, accessories, social media, and core product categories, ensuring brand consistency from concept through production. Supported in-house studio photography and collaborated with designers, developers, and print factories to maintain quality standards and deliver accurate, production-ready artwork.