

LAUREN FRANKFORTER

CREATIVE, DESIGNER

laurenfrankforter.com

lafrankforter@gmail.com

308-258-2771

EDUCATION

UNIVERSITY OF NEBRASKA-LINCOLN

HIGH DISTINCTION

AUGUST 2018-MAY 2023

Bachelor of Arts in Graphic Design;
Studio Art Minor

Bachelor of Journalism in
Advertising and Public Relations

SKILLS

Adobe Creative Cloud: Ae, Ai, Au,
Dw, Id, Lr, LrC, Pr, Ps, Xd

Interaction design: Virtual Studio
Code, Brackets, & Figma

Quantitative, qualitative, &
secondary research; Data analytics

Social media, marketing, branding;
Gen Z culture

Photography & video production

RECOGNITION

Bailey Lauerman Design Diversity
Challenge finalist, 2022

CoJMC First Year Experience senior
panelist, 2022

University of Nebraska-Lincoln Dean's
List: 2018-2022

University of Nebraska-Lincoln
Chancellor's Leadership Award, 2018

EXPERIENCE

FREELANCE GRAPHIC DESIGNER

SEPTEMBER 2023-PRESENT

Clients: Number Project, Peugeot, Pioneer Tavern Group

- Design presentations, event signage and collateral, and social content
- Develop and present creative concepts, visual systems, and key imagery

DESIGN INTERN | ENERGY BBDO

JUNE-AUGUST 2023 | CHICAGO, IL

Clients: ULTA Beauty, MARS-Wrigley, BAYER Brands, Sodastream

- Designed presentation decks, display ads, key art, printed deliverables, and social content
- Developed and presented key imagery and creative concepts to design directors and clients
- Collaborated to develop campaign ideas and visual identities

STRATEGY INTERN | BAILEY LAUERMAN

JUNE-AUGUST 2022 | OMAHA, NE

Clients: BOSCH, Flagstar Bank, BL Internal & External

- Wrote project and creative briefs for campaigns and content production
- Conducted secondary and primary research using analytic software and quantitative and qualitative research methods
- Developed the strategic plan for a campaign to recruit future interns

DIRECTOR OF ACCOUNT STRATEGY AND COMMUNICATIONS | BUOY AGENCY

JUNE 2021-MAY 2022 | LINCOLN, NE

Clients: RMHC Omaha, Nebraska Press Association, Boys & Girls Clubs

- Led and mentored 30+ students who produced creative deliverables for purpose-driven clients
- Oversaw accounts and projects by planning timelines, communicating with clients, and managing expectations
- Aided students in the strategic and creative processes by guiding research to determine brand messaging, leading concept ideation and brainstorming, and providing feedback

DESIGNER, BRAND STRATEGIST | JACHT

JANUARY-DECEMBER 2021 | LINCOLN, NE

Clients: Spring, University of Nebraska, Bellevue Pediatric Dentistry, Buoy

- Designed logos, brand systems, presentation decks, social content, and illustrated digital content
- Planned and wrote creative briefs to guide the production of deliverables
- Conducted secondary and primary research to gain insights on market trends, consumer behaviors, and other relevant questions