

WHO

LAUREN J. KURTZ

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WHAT

Over 25 years of experience in bringing ideas to life, both in-house and agency. A hands-on professional, from concept to completion, capable of navigating the ever-changing print and digital marketplaces. Projects include brand design and development, environmental graphics, experiential marketing, web design, animated graphics, packaging, presentations, catalogs, signage, and identity.

HOW

Creative art direction, graphic design, photo art direction, production and production management, prepress and digital imaging. Also, hardware/software installation and troubleshooting, file management, trafficking, mentoring, and communications.

Proficient in Adobe Creative Suite/Cloud, Microsoft Office, and all related software.

Northern Illinois University
Bachelor of Arts

WHERE

TASC DESIGN STUDIO, LLC. | Creative Director (Self-employed, May 2023)

Design Lead for Creative Group (creativegroupinc.com); Senior Designer for SGK Amer Flex Force (Kellogg) and Project Manager (Campbell); Brand Designer for WK Kellogg Cereal Co.

- Design and execute social media posts, digital and experiential marketing, app design, white papers and trade publications, in-store materials, and packaging innovations

KELLOGG/PROKATCHERS | Designer, Internal Brand Design Team (Contract, Feb 2022-May 2023)

Design tier 1 & 2 creative for Kellogg Salty & PWS Brands (Rice Krispie Treats, Pop-Tarts, Pop-tart Bites, NutriGrain, Pringles, and Cheez-It)

- Day-to-day responsibilities not limited to brainstorming concepts, mandating priority work, and making recommendations and rationales for both marketing and experiential marketing strategies
- Projects include multimedia presentations, social media posts, seasonal cartons, displays, flavor innovations, and turn-key updates
- Design presentations, logos, and collateral for internal marketing teams

CENTERPOINT MARKETING | Director, Creative Services (Dec 2019-Jan 2022); Associate Creative Director (Mar 2018-Dec 2019); Senior Art Director (Nov 2014-Mar 2018)

Lead creative on internal brand development and marketing needs for new business and sales, both digital and print, as well as external clients

- Conceptualize, storyboard, and create Personal Creations 11 seasonal catalogs
- Photo art direct all images, catalog and web, for Personal Creations, Gifts.com, and Red Envelope
- Work directly with merchandisers, creatives, and vendors to streamline production
- Align with all teams to promote brands and stay up-to-date on technology and trends

PERFORMANCE MEDIA | Art Director, Production Director (Feb 2011-Nov 2014)

Successfully maintain the production and publication of all magazines under the Performance Media umbrella (yearly distribution of over two million/readership of nine million)

- Page layout and prepress for 70 publications per year
- Create and traffic all advertisements
- Develop all sales and marketing materials

LIFEFITNESS | Industrial/Graphic Designer (Contract, Nov 2009-Jun 2010)

Design and produce imagery to complement LifeFitness, L.A. Fitness, and Planet Fitness

- Create wall graphics, placards, shrouds, and signage
- Design various treadmill consoles, including a new, glass-only, touch-screen console

ARCCA VISUALS, INC. | Artist/Infodesigner (Apr 2007-Jun 2009)

Collaborate with lawyers and trial consultants for courtroom presentation and jury deliberation

- Create informational graphics including scene recreations, timelines, graphs, and multimedia presentations
- Travel on-site with clients for courtroom presentation and setup, troubleshooting, and project management

STRATEGY & BEYOND | Senior Art Director, Production Manager (Aug 2004-Dec 2005)

Design and produce all client materials and internal marketing

- Complete re-brand of the Buona Beef Restaurant chain, including signage, menus and menu boards, and all in-store and external sales materials plus experiential marketing
- Create all marketing materials and environmental graphics for Rehab. Institute of Chicago

GASTON ADVERTISING | Art Director, Designer (Contract, Jun 2002-Nov 2002)

JWT SPECIALIZED COMMUNICATIONS | Art Director, Designer (May 2000-Dec 2001)

SKOKIE PARK DISTRICT | Art Director, Designer (Mar 1999-Apr 2000)

Design and produce all marketing needs for 30+ facilities

- Coordinate with all departments/locations for photography and content for quarterly 60+ page catalog; plus facility guides, marketing materials, logos, and all advertisements
- Create schedules and manage production
- Maintain graphic standards throughout the Park District

TRIALGRAPHIX | Artist, Infodesigner (Oct 1997-Feb 1999)

Collaborate with lawyers and trial consultants for courtroom presentation and jury deliberation

THE CHICAGO SUN-TIMES | Advertising Production Manager (Nov 1996-Oct 1997); Graphic Designer (Aug 1992-Nov 1996)

THE NORTHERN STAR | Assistant Production Manager (May 1991-May 1992)