

WHO

LAUREN J. KURTZ

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WHAT

Over 25 years of hands-on experience bringing creative ideas to life in both in-house and agency environments. Skilled at managing projects from concept to completion across evolving print and digital B2B and B2C marketplaces.

Expertise includes brand design and development, environmental graphics, experiential marketing, web and animated graphics, direct mail, catalogs, and CPG initiatives.

HOW

Creative art direction, graphic design, photo art direction, production management, prepress, and digital imaging. Experienced in hardware/software installation and troubleshooting, file management, asset trafficking, mentoring, and cross-team communication.

Proficient in Adobe Creative Suite/Cloud, Microsoft Office, and related design 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 and Project Manager for SGK Amer Flex Force (Kellogg, Meijer, Campbell); Freelance Brand Designer for WK Kellogg Cereal Co.

- Design and execute social media content, digital and experiential marketing campaigns, direct mail and sales materials, app designs, white papers, trade publications, and CPG/POP 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)

- Oversee daily creative direction by driving concept development, prioritizing initiatives, and delivering strategic recommendations for marketing and experiential efforts
- Execute diverse projects including multimedia presentations, social media campaigns, seasonal packaging, point-of-sale displays, and new product innovations
- Create compelling presentations, brand identities, and marketing collateral for internal teams to enhance communication and alignment

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 development for internal branding, new business, and sales marketing across digital and print channels.

- Conceptualize, storyboard, and design 11 seasonal Personal Creations catalogs
- Art direct photography for Personal Creations, Gifts.com, and Red Envelope across catalog and web
- Collaborate with merchandisers, creative teams, and vendors to streamline production and ensure brand consistency
- Stay current on design technology and trends to enhance creative strategy and execution

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

Oversee production and publication of all magazines under the Performance Media brand, reaching over 2 million distributed copies and 9 million readers annually.

- Manage page layout and prepress for 70 publications each year
- Design and traffic advertisements to meet editorial and client deadlines
- Develop sales and marketing collateral to support revenue growth and brand visibility.

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

Design and produce visual content for major fitness brands including Life Fitness, L.A. Fitness, and Planet Fitness.

- Create large-scale wall graphics, placards, shrouds, and branded signage for commercial fitness environments
- Design and prototype treadmill consoles, including an innovative all-glass, touch-screen model

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

Collaborate with attorneys and trial consultants to develop compelling courtroom presentations and support jury deliberations.

- Design and produce informational graphics, including scene recreations, timelines, charts, and multimedia exhibits
- Travel on-site to manage courtroom setup, presentation delivery, and technical troubleshooting

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

Design and produce all client-facing materials and internal marketing collateral.

- Lead a complete rebrand of the Buona Beef restaurant chain, including signage, menus, menu boards, in-store and external sales materials, and experiential marketing campaigns
- Create marketing materials and environmental graphics for the Rehabilitation 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 marketing materials for 30+ facilities, ensuring brand consistency across all channels

- Coordinate photography and content for quarterly 60+ page catalogs, facility guides, advertisements, and other marketing collateral
- Develop production schedules and manage workflow to meet deadlines efficiently
- Maintain and enforce graphic standards across the Park District

TRIALGRAPHIX | Artist, Informational Designer (Oct 1997-Feb 1999)

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)