

LAUREN UPTON

919-271-8649 | uptonia@gmail.com | www.uptonia.com

Objective

A diverse interactive designer with over three years professional experience seeking a full-time design position to develop, strengthen and expand a design team looking for a dedicated, innovative new member

Technologies

- Adobe Web Suite CS3
- Adobe Creative Suite CS3
- Flash Animation
- JQuery
- CSS
- HTML
- Tableless Layouts
- Microsoft Office
- Dreamweaver
- JavaScript
- Cross Browser Coding & Design
- SEO
- Google Analytics
- Tortoise SVN/CVS
- Wordpress Customization

Work Experience

Senior Designer

Distressed Property Institute; Austin, TX; July 2010 - Present

Managed Jr Web Designers and Led Web Marketing Team

Created site mock-ups from concept to completion for new brand sites from scratch, User Interface for websites and online user oriented applications, created e-mail marketing designs and process from the ground up

Interactive Designer

SmartPak Equine, LLC; Plymouth, MA; #774-773-1000 ; January 2010 – July 2010

Worked with web marketing team for online retailer

Created landing pages to improve revenue for PPC & online prospecting, help to develop & deploy monthly advertising themes for retail sites, banner advertisement campaigns & brand-specific campaigns through company vendors, daily site maintenance & design, internal marketing campaigns & projects, and email marketing

Jr Web Designer

SmartPak Equine, LLC; Plymouth, MA; #774-773-1000 ; October 2008 - January 2010

Worked with web marketing team for online retailer

Created landing pages for advertising & PPC campaigns, banner advertisements on third party websites, daily site maintenance & design, internal marketing campaigns & projects, and email marketing

Lead Designer

Digital Tadpole, Inc.; Raleigh, NC; # 800-890-8734; January 2007 - September 2008

Interacted with clients and programmers within the company

Created website designs and graphics for clients as well as internal projects

Designer

Storm Song Web Design; Apex, NC; November 2003 - December 2007
Worked individually with clients to discuss site & logo presentation
Created website design, logo & identity for various small businesses

Photographer

Uptonia Photography; Morrisville, NC - Plymouth, MA; March 2008 - July 2009
Worked with horse show management and private clients
Lead equine photography business

Education

B.A. English Teaching Option; GPA 3.5/4.0, December 2007
Minor in Creative Writing
North Carolina State University; Raleigh, NC

Accolades

- Multiple semester 4.0 Dean's list honoree
- Multiple semester Dean's list honoree
- NC Poetry Contest Undergraduate Winner 2007
- NC Poetry Contest Honorable Mention 2006
- Guy Owen Memorial Creative Writing Scholarship 2006 Winner
- 2004 Scholastic Circle 3rd Place Graphic Design Title & Contents Page (Color)
- 2004 Scholastic Circle 2nd Place Fine Arts Illustration Portfolio (Black & White)
- 2004 NC Scholastic Media Association 2nd Place Graphic Design Magazine Layout

