

LAUREN THOMPSON

D I G I T A L D E S I G N S P E C I A L I S T

INFO



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SKILLS

- Design Thinking Strategies
- Asana
- Notion
- Microsoft & Google Suite
- CRM Management
- Salesforce
- Confluence
- Zendesk
- Slack
- Zoom
- Jira
- Adobe Creative Suite
- HTML/CSS Coding
- Web/Graphic Design Principles
- Canva
- Sketch
- Procreate
- Wix
- Squarespace
- Editor X
- Google Analytics
- Photoshop
- Illustrator
- XD
- After Effects
- Dreamweaver

SUMMARY

Highly skilled and creative graphic designer with 5 years of experience seeking a challenging role to utilize my expertise in visual communication, branding, and design. Committed to delivering exceptional designs that captivate audiences and achieve clients' goals.

EXPERIENCE

FREELANCE GRAPHIC & WEB DESIGNER

Right Hand Marketing | Marketing Agency

2022 - Present

- Developed captivating designs for marketing agency, delivering visually appealing and effective solutions that aligned with client objectives.
- Produced engaging web designs for marketing agency, optimizing user experience and incorporating innovative design elements.
- Collaborated seamlessly with team members, ensuring smooth project execution and achieving successful project outcomes.
- Actively sought and incorporated feedback and edits to refine and enhance final design deliverables, meeting client expectations.
- Maintained open lines of communication to address client needs, clarify project requirements, and provide timely updates on project progress.
- Adapted designs based on client preferences and market trends, ensuring designs remained relevant and impactful.

FREELANCE GRAPHIC & WEB DESIGNER

Visually Different | Freelance Branding + Design

2018 - Present

- Collaborated with various clients to deliver a wide range of design services, including branding, print design, web design, and social media graphics.
- Successfully managed multiple projects simultaneously, meeting deadlines and client expectations.
- Demonstrated strong client communication skills to understand project requirements and provide design solutions that aligned with their vision.
- Maintained up-to-date knowledge of design trends, tools, and techniques, implementing them into creative deliverables.

EDUCATION

BACHELOR OF ART & TECHNOLOGY

The University of Texas at Dallas
2015 - 2018

ASSOCIATE OF ARTS AND SCIENCE

Panola College
2014 - 2015

CUSTOMER SUPPORT SUPERVISOR

Fundbox | Financial Tech Industry

2020 - 2022

- Managed the support team to ensure calls, emails, daily tasks and operations were completed with quality and accurate speed.
- Oversaw day-to-day operations of approximately 20 people across three teams.
- Lead stakeholder that ensured all new operational and training processes were implemented and executed accurately.
- Developed new hire curriculum, ongoing training, and QA documentation to ensure agents delivered exceptional customer service in a remote environment.
- Oversaw regular calibration sessions to ensure call quality and agent compliance.
- Developed ongoing reporting to ensure accurate and efficient operations.
- Responsible for managing social media support channel, identifying trends, and sharing with key stakeholders.

WOMEN OF FUNDBOX EMPLOYEE RESOURCE GROUP LEADER

- Delivered resource group strategy including yearly programming, budget, and planning monthly events and activities.
- Oversaw board member, collaboration, event planning, promotion, and strategy execution.
- Developed monthly newsletter featuring current women who are making an impact in the company
- Led and implemented entire strategy for Women's History Month.
- Oversaw brand manager to ensure materials encompass this year's initiative into all social media and company's branding.
- Reviewed deliverables, budget, and strategy with ERG Executive sponsor.

CUSTOMER SUPPORT SPECIALIST

- Managed calls, emails, and daily tasks to assist over 300K businesses.
- Maintained status of top performing customer support agent for 2 quarters.
- Assisted business development team by supporting brokers with customer support questions to ensure their merchants were receiving accurate approvals and reassessments.

U.S. SBA LOAN SPECIALIST

- Submitted 5 million in forgivable loans to the SBA for small businesses during a global pandemic.
- Assisted customers through PPP support line by answering frequently asked questions for application process.

SENIOR BUSINESS CONSULTANT

Intuit | Software Company

2019 - 2020

- Raised \$1.2M to run a grassroots internal startup that identified \$1.6B opportunity for Intuit and helped entrepreneurs navigate through the ambiguous process of starting a small business.
- Coached entrepreneurs through our onboarding process of starting a business from beginning to end with additional outreach after completion of program.
- Researched and presented legal information to ensure clients were legally ready to launch successfully.
- Managed helping entrepreneurs connect to the right resources and services regarding their start up or small business.
- Recruited more entrepreneurs on an ongoing bases while educating them on how Sprout could assist them with starting their business.
- Developed data to share with key stakeholders to ensure we were capturing the analytical data as well as all feedback from clients.
- Established new processes by using design thinking.

TAX FORM DEVELOPER

- Developed government tax forms and documents for Intuit's Professional Tax Preparation Software.
- Quality checked documents to both company and state standards.
- Collaborated with designers, developers and scrum master to ensure project was completed by due date.

GENIUS BAR SPECIALIST

Apple | Technology Company

2018 - 2019

- Troubleshooted different technical issues for various Apple products.
- Managed time to ensure all customers were assisted in a timely manner, while multitasking between multiple appointments at one time.
- Ability to thrive on change as products and processes evolved.