



Lauren Richards

ART DIRECTOR + DESIGNER

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CHICAGO, IL

NICE TO MEET YOU

Technically speaking, I'm an Art Director. But if you combine my fine arts background with my experience in branded event planning and design, and add a hefty dash of B2B digital marketing, I'm far more than that. I take projects from idea to execution, managing teams and timelines (Gantt charts are my jam!). From photography direction to printed pop-up menus to stadium signage, I've tackled it all.

PRACTICAL SKILLS

Art Direction
Creative Concepting
Branding and Design Systems
Integrated Campaigns
Website Design
Package Design
Storyboarding
Video Direction
Photography Direction
Set Design and Styling
Team Management
Project Management
Client Presentations
Resourcing

TECHNICAL SKILLS

Adobe Creative Suite
Figma
Midjourney
Gemini
Wordpress
Elementor
Microsoft Powerpoint
Keynote
Canva
CapCut
Google Workspace
ClickUp
Asana
Monday
Slack

EDUCATION

CERTIFICATE, GRAPHIC DESIGN
Harper Community College

BACHELOR OF FINE ARTS, PAINTING
Northern Illinois University

PROFESSIONAL EXPERIENCE

FREELANCE, Creative Director, Art and Design

Chicago, IL / 2015 - Present

- Clients include: Kasama, Charis Listening Bar, Wild & Rooted CBD
- Services: Brand identity design, logo design, package design

LOSASSO INTEGRATED MARKETING, Senior Art Director

Chicago, IL / Fall 2021 - Spring 2025

- Supported ACD and CD in creative strategy/execution
- Managed direct-reports and freelance talent, including designers, copywriters and video producers
- Notable projects: 360 campaign concepting and design, brand identity design, website design, video storyboarding, social media design
- Clients include: Jayco RV, The NAFEM Show, HEIDENHAIN US, Xylem US, Mazars US, LoSasso Integrated Marketing (brand)

CNI BRANDS, Creative Director

Chicago, IL / Fall 2017 - Spring 2021

- Created brand identities, design systems and templated sales materials for Banhez Mezcal, Combier Liqueurs, Ana Maria Tequila, and CNI Brands
- Trained sales team on brand guidelines and use of templates
- Played an integral role in the planning and execution of Dia Del Mezcalero; Created marketing communications schedule, designed and deployed communications, oversaw event production, directed on-site photography and videography
- Planned and executed social media campaigns including influencer partnerships

COCKTAIL COURIER, Creative Lead, Corporate Partnerships

Chicago, IL / Fall 2017 - Spring 2021

- Solidified cocktail kit and design package offerings available to partner brands
- Partner brands include: Bulleit, Bacardi, Patrón, Möet & Chandon, Food52, U.S. Open, and the Emmy's
- Created sales materials to communicate new offerings
- Designed photoshoot sets and directed photography according to partner brand guidelines
- Implemented new customer service platform leveraging automation

