



Lauren Richards

SENIOR ART DIRECTOR

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CHICAGO, IL

NICE TO MEET YOU

I'm a Senior Art Director with 8+ years leading integrated GTM campaigns and brand expression across CPG, B2B, and lifestyle brands. I specialize in concept-to-launch creative across web, social, video, print, and experiential—bringing strong visual direction, sharp execution, and good vibes to fast-moving, collaborative teams.

PROFESSIONAL EXPERIENCE

SENIOR ART DIRECTOR, LoSasso Integrated Marketing

Chicago, IL | Fall 2021 - Spring 2025

- Led creative direction for The NAFEM Show 2025 campaign, contributing to record-high attendance and establishing a repeatable campaign framework for future events.
- Co-led creative for the Xylem Smith-Blair RazorLock product launch, partnering cross-functionally with Marketing and Product to help name the product and ship a bold, integrated campaign that sparked early market interest.
- Led concept-to-launch creative for integrated GTM campaigns across web, social, video, print, and experiential—owning comps, moodboards, and pitch decks that secured client buy-in and funded multi-channel launches.
- Presented campaign narratives and creative rationale in client meetings, adapting work based on feedback and stakeholder needs.
- Managed and mentored designers and freelance talent, leading day-to-day creative direction, feedback, and delivery.
- Led 5–7 concurrent campaigns at any given time, balancing speed with high-polish, client-ready execution.
- Known as a calm, collaborative creative partner who helps teams move fast without the chaos.

CREATIVE DIRECTOR, CNI Brands

Chicago, IL | Fall 2017 - Spring 2021

- Led brand expression and campaign creative for spirits brands; built visual systems and GTM launch creative.
- Created brand decks + guidelines to align sales teams and partners.
- Directed creative for Dia Del Mezcalero, overseeing event creative, communications, and on-site photo/video production to support brand awareness and engagement.
- Concepted and executed integrated social and influencer campaigns to extend brand presence across digital channels and drive audience growth.

CREATIVE LEAD, CORPORATE PARTNERSHIPS, Cocktail Courier

Chicago, IL | Fall 2017 - Spring 2021

- Led creative for brand partnerships; owned pitch decks and campaign concepts.
- Art-directed photoshoots and content across digital + print.
- Partners: Bulleit, Bacardí, Patrón, Moët & Chandon, Food52, U.S. Open, Emmys.

CREATIVE DIRECTOR - ART & DESIGN, Freelance

Chicago, IL | 2015 - Present

- Brand identity, packaging, menus, and campaign creative for hospitality + lifestyle brands.
- Clients include: Momofuku, Kasama, Charis Listening Bar, Davis Theater, Sojourn, Wild & Rooted CBD, Merz Apothecary, garn:t, beCo

CORE SKILLS | Creative Concepting & Visual Direction, Integrated GTM Campaigns, Campaign Development & Execution, Brand Expression & Design Systems, Deck Building & Client Pitching, Product Launch Creative, Website & Landing Page Design, Packaging Design, Storyboarding, Content Direction, Cross-functional Collaboration (Marketing, Product, Sales), Creative Leadership & Team Mentorship, Project Management & Resourcing

TECHNICAL SKILLS | Adobe Creative Suite, Figma, Midjourney, Gemini, WordPress, Elementor, PowerPoint, Keynote, Canva, ClickUp, Asana, Monday, Slack, Google Workspace

EDUCATION

CERTIFICATE, GRAPHIC DESIGN | Harper Community College
BACHELOR OF FINE ARTS, PAINTING | Northern Illinois University

