



LAUREN CARSWELL

LaurenCarswell.com

info@LaurenCarswell.com

SKILLS

Design Tools

InDesign
Illustrator
Photoshop
Quark Xpress
InVision

Web Development

HTML 5
CSS
Komodo IDE
Visual Studio Code
WordPress

Organization/Management

Dropbox
Magazine Manager
Basecamp
Evernote
Trello
Chargebee
SimpleCirc

Other

Mac & Windows
Microsoft Office Suite
Numbers, Keynote, Pages
ISSUU
Canvas

Personal

Detail-Oriented
Excellent Communicator
Discreet
Strong Interpersonal Skills
Grammar Enthusiast

WORK EXPERIENCE

Designer, Copy Editor, and Distribution Manager

CoStar Group, Austin, TX | November 2016–December 2021

Served as designer, copy editor, and distribution manager for LAND and Texas LAND, the largest rural property publications in the country. Each of these real estate and lifestyle magazines reaches 30,000 to 35,000 readers. These 200± page magazines are published quarterly (for 8 magazines a year) in print and online. Key responsibilities:

- Designed property and retail ad pages and featured articles, creating designs that were cohesive with each client's company branding
- Reviewed all text, checking for grammatical and spelling errors and consistency with company copy standards; made edits and modified sentence structure as needed for flow and clarity
- Reviewed all designs for consistency and accuracy
- Uploaded editorial content in each issue to Land.com via WordPress
- Oversaw magazine distribution, including managing client mailing lists and troubleshooting and resolving subscription/distribution problems
- Researched trending land events, companies, and products to feature in the magazines
- Constantly evaluated business processes for ways to increase productivity and maximize resources; suggested multiple changes to the copy editing and distribution processes which were implemented and resulted in greater efficiency and fewer mistakes

Freelance Visual Designer

Noah's Ark Preschool, Austin, TX | October 2017–November 2017

Created a tri-fold brochure and updated the business card for a preschool.

VintageMarketSearch.com, Kyle, TX | June 2016–November 2016

Performed brand identity work for a business specializing in antiques and vintage items.

Blue Cross Blue Shield, South Carolina | June 2016–September 2016

Performed brand identity work for the Cyber Security Operations team. Collaborated with client to determine design direction. Produced multiple design drafts for review. Delivered final design in multiple formats for use in print and web.

Lumerit, San Antonio, TX | June 2016–August 2016

Remediated numerous formatting issues and inconsistencies in Lumerit online college course class modules. Using their new branding guidelines, made HTML formatting modifications to the text in Canvas class modules to produce a consistent user experience. Researched and selected appropriate stock photos to use as header images for class module webpages.

LolleePop Gourmet Popcorn and Treats, Austin, TX | December 2015–August 2016

Performed brand identity work for a local start-up. Met with the business owner to understand her business and design objectives. Produced multiple design proposals to help owner solidify design vision. Produced the final deliverable in multiple formats to facilitate usage for web, print, and clothing.

Sales Associate

Stein Mart, Austin, TX | August 2010–August 2015

Worked as a customer service cashier. Key responsibilities included:

- Processing customer purchases and returns in person and over the phone
- Troubleshooting customers' transaction and merchandise problems and raising issues to management as needed
- Maintaining a professional demeanor with difficult customers
- Closing registers as needed, which included counting and documenting the money in each register



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Visual Designer & Sales Associate

Cottage Comforts LLC, Wimberley, TX | October 2008–August 2011

Designed business card and arranged displays for an antique and collectibles retail business. Assisted with customer needs and cashiering. Utilized the Adobe Creative Cloud suite.

Layout Artist

Advanced Training Institute, Oak Brook, IL | April 2006–March 2008

Worked on a multi-year educational curriculum revision project for an international non-profit organization. Served as the sole layout artist on a 7-person team charged with a complete revision of their home education curriculum. Also designed related projects, including a weekly planner and a reporting guide for parents. Key responsibilities:

- Merged and formatted text using templates in Quark Xpress
- Applied editor's hand-written text revisions after each stage of review
- Adjusted tracking, kerning, and leading on each page to achieve proper fit of all document elements
- Inserted pictures supplied by the art editors, adjusting size, location and page formatting as necessary to achieve the desired visual balance between text and graphics within each section of the document
- Searched online image supplier sites for context-appropriate pictures to use in various documents
- Used Adobe Photoshop to edit pictures and convert PDF files to picture files
- Edited music files in Finale for use in curriculum documents
- Worked on a number of related projects which included acting as sole designer of a weekly planner and a reporting guide for parents and students

Awards:

- Received two President's Volunteer Service Awards from former President George W. Bush

EDUCATION

Texas State University

San Marcos, TX | August 2011–December 2015

Bachelor of Fine Arts in Communication Design

GPA: 4.0

The Katrina School of Art

Cut Bank, MT | 2008

Dougherty Arts School

Austin, TX | 2008

Advanced Training Institute

Indianapolis, IN | 2005–2006

RECOGNITION

- Graduated Summa Cum Laude
- Dean's List all semesters
- Two President's Volunteer Service Awards from former President George W. Bush

References gladly provided upon request.