

Lauren Becherer

SENIOR GRAPHIC & BRAND DESIGNER | WRITER | CONTENT MARKETER

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Hi!

I'm a passionate, curious multidisciplinary designer with nine years of experience on marketing/creative teams in agency, tech, editorial, and corporate environments.

Skills

- Graphic design for digital and print
- Storytelling, journalism, multimedia content creation, copy writing and editing
- Branding, visual design systems, typography, composition, illustration, editorial layout, blogging, front-end web development, infographics, print process
- Maintaining and evolving brand guidelines
- Multi-channel marketing and advertising campaigns
- Sketch, Adobe Creative Suite: Illustrator, Photoshop, InDesign
- Vendor, stakeholder and project management
- Passion for people and DEI

Education

Bachelor of Arts,
Journalism & Anthropology
University of Washington 2013

Relevant Courses

Layout & Art Direction
Graphic Design I
Typography I
Visual Design for UX
Building Infographics
School of Visual Concepts 2015–2018

Experience

Senior Graphic Designer, Doma | February 2021 – August 2022

- Developed and implemented a new visual brand identity in the company's [rebrand from States Title to Doma](#).
- Launched, designed, and project managed Doma's first [Diversity, Equity, & Inclusion Annual Report](#).
- Created a scalable design system for the launch of Employee Resource Groups.
- Hired, trained, and managed new designers as the creative team grew.

Creative Services Designer, TCS World Travel | October 2019 – March 2020

- Collaborated cross-functionally to translate [brand marketing objectives](#) into sales and business development needs.
- Designed sales and marketing materials for international markets, customer-facing industry events, and [TCS trips](#) to generate revenue.
- Managed the sales enablement toolkit for internal teams and agents.
- Coordinated and provided creative feedback to external partners to ensure visual brand standards on print and digital marketing campaigns.

Graphic Designer, Expeditors | May 2016 – December 2018

- Elevated the corporate identity of a [Fortune 500 company](#) through internal and external marketing campaigns, brand evolution, and ideation to execution of design solutions.
- Worked with executive-level stakeholders to visualize their concepts, establishing trusting relationships.
- Led the development of [department blogs](#), streamlining internal communication within the network of over 17,000 employees worldwide.
- Created the first [company store catalog](#), resulting in a global surge of store sales.

Lead Designer & Content Writer, Marketeering Group | April 2014 – April 2016

- Successfully built and managed the graphic design department at a start-up marketing agency with more than 200 accounts. Owned [design needs](#) for clients.
- Wrote compelling, strategic content for a [wide variety of industries](#) to increase revenue and audience engagement.
- Created digital marketing campaigns for clients in alignment with SEO, web dev, photo/video, and social media teams.
- Partnered with external vendors to coordinate production of print materials.

Design & Features Editor, The Daily of the UW | September 2009 – June 2013

- Managed teams of designers and writers at the University of Washington's [daily newspaper](#).
- Designed editorial layouts and wrote articles with strict daily deadlines.