



Lauren Kuznia

Graphic Designer

CONTACT

lauren.kuznia@outlook.com

952.270.8883

www.laurenkuznia.com

TECHNICAL PROFICIENCY

Adobe Photoshop
Adobe Lightroom
Adobe InDesign
Adobe Illustrator
Adobe Dreamweaver
Adobe Adobe XD
Figma
Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Microsoft Outlook

TOP SKILLS

Customer Service
Graphic Design
Photography
Web Design
Cascading Style Sheets (CSS)
Posters
Brochures
Advertising
Logo Design
Corporate Identity
Page Layout
Production Design
Branding
Typography

SUMMARY

Graphic Designer with over a decade of expertise in branding, corporate identity, and digital design, known for transforming creative concepts into impactful visual executions. Proficient in Adobe Creative Suite with a strong focus on customer-centric design solutions, and a commitment to continuous learning in UX/UI to drive innovative outcomes. Demonstrates leadership and collaboration skills, ensuring high-quality creative output across teams.

PROFESSIONAL EXPERIENCE

Senior Production Designer

Wells Fargo, Minneapolis, Minnesota | April 2022-Present

- Develops and executes mechanicals and designs for both print and digital marketing across paid, owned, and earned channels, ensuring alignment with project goals.
- Collaborates effectively with Copywriters, Art Directors, and Proofers to transform concepts into impactful design solutions, taking the lead on design direction when necessary.
- Works closely with cross-functional teams to maintain high-quality creative output and influences design systems, ensuring a customer-centric approach for various business lines.

Contract Production Designer

Abbott, Saint Paul, Minnesota | January 2021-April 2022

- Collaborated with production managers and creative teams to produce mechanical files, ensuring adherence to specifications for print and digital, while delivering projects on time and within budget.
- Managed the creation of final mechanical files and layouts for print, environmental, and interactive projects, demonstrating strong design skills, software proficiency, and a deep understanding of brand standards.
- Championed brand consistency, supported corporate template production, maintained the material request system, and coordinated with international teams to meet global production standards.

Graphic Designer

Minnesota Timberwolves and Lynx, Minneapolis, Minnesota | April 2016-June 2020

- Designed and executed a variety of projects, including in-arena digital signage, print materials, and social media content for the Minnesota Timberwolves and Lynx.
- Collaborated across teams and with multiple designers to ensure the successful execution of projects throughout the Timberwolves and Lynx seasons.
- Contributed to brand consistency and campaign effectiveness by delivering creative solutions for diverse marketing and promotional needs.

Marketing and Partnerships Coordinator

Georgia Swarm, Duluth, Georgia | August 2014-March 2016

- Supported strategic partnership fulfillment and ensured marketing goals and commitments were met for each client, maintaining strong relationships and delivering on expectations.
- Managed 9-12 support staff (interns) for both game and non-game days, overseeing on-field promotions and ensuring seamless execution of all planned activities.
- Led graphic design efforts for the Georgia Swarm, creating print materials, promotional items, website graphics, and digital content, while also producing five Swarm games in Minnesota.

EDUCATION

Bachelors of Applied Science in Visual Communications - Graphic Design
Brown College | Mendota Heights, Minnesota | Graduated in June 2012