

Lauren Kuznia

Senior Production Designer | UX/UI Designer | Senior Graphic Designer

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PROFESSIONAL SUMMARY

Senior designer with 10+ years of experience bridging production, brand, and digital design across enterprise, sports, and agency environments. Deep expertise in Adobe Creative Suite and design systems, with a growing UX/UI practice built on a foundation of cross-functional collaboration, workflow optimization, and delivering at scale. Known for bringing structure to complex projects, keeping teams aligned, and making the work better-- not just faster. Currently at Wells Fargo where I lead production design across multiple marketing channels while contributing to design system development and customer-centric design thinking.

PROFESSIONAL EXPERIENCE

Senior Production Designer | Wells Fargo | Minneapolis, MN | April 2022 -- Present

- Lead design and mechanical production for print and digital marketing campaigns across paid, owned, and earned channels-- managing high-volume output without sacrificing quality or consistency.
- Partner closely with Copywriters, Art Directors, and Proofers to take concepts from brief to final execution, stepping into design direction when the project needs it.
- Contribute to design system development and brand governance across multiple Wells Fargo business lines, ensuring a customer-centric approach at enterprise scale.
- Rebuild and organize templates and production workflows to improve efficiency and scalability, reducing friction for teams working under tight timelines.
- Collaborate cross-functionally with marketing and stakeholder teams to solve production and design challenges-- translating unclear requirements into organized, repeatable solutions.

Contract Production Designer | Abbott | Saint Paul, MN | January 2021 -- April 2022

- Produced mechanical files and layouts for print, environmental, and interactive projects, ensuring compliance with brand standards and delivery specs for both print and digital.
- Coordinated with international teams to meet global production standards, managing the full lifecycle from brief to final deliverable on time and within budget.
- Maintained the material request system and supported corporate template production, bringing consistency and process discipline to a fast-moving production environment.

Graphic Designer | Minnesota Timberwolves & Lynx | Minneapolis, MN | April 2016 -- June 2020

- Designed and produced in-arena digital signage, print materials, and social media content for two professional sports franchises across full NBA and WNBA seasons.
- Collaborated with multiple designers and cross-functional teams to deliver brand-consistent creative under high-visibility, game-day pressure.
- Supported campaign development and marketing initiatives, ensuring brand consistency and creative quality across diverse promotional and partnership needs.

Marketing & Partnerships Coordinator | Georgia Swarm (NLL) | Duluth, GA | August 2014 -- March 2016

- Led all graphic design efforts for the organization-- print materials, promotional items, website graphics, and digital content-- while producing five Swarm games in Minnesota.
 - Managed 9-12 interns and support staff on game and non-game days, overseeing on-field promotions and coordinating all planned activations.
 - Supported strategic partnership fulfillment and ensured marketing commitments were met for each client, maintaining strong relationships and delivering on expectations.
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EDUCATION

Bachelor of Applied Science in Visual Communications-- Graphic Design | June 2012
Brown College | Mendota Heights, MN

SKILLS & TECHNICAL PROFICIENCY

Design & UX: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Lightroom, Dreamweaver) • Figma • UI Design • UX Thinking • Typography • Layout & Composition

Production: Mechanical File Production • Brand Standards & Governance • Design Systems • Template Development • Print & Digital Production • Environmental Design

Web & Digital: Web Design • CSS • Digital Ads & GIFs • Social Media Content • Salesforce Email Marketing • SaaS Platforms

Collaboration: Cross-Functional Team Collaboration • Stakeholder Communication • Project Management • Workflow Optimization • Mentorship

Software: Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) • Salesforce • Material Request Systems

AREAS OF EXPERTISE

Brand Identity & Design Systems

Workflow Optimization

Adobe Creative Suite

UX/UI Design & Thinking

Cross-Functional Collaboration

Figma & Digital Design Tools

Enterprise-Scale Production

Typography & Layout

Print & Digital Mechanical Files