

Lauren Kuznia

Senior Designer | Brand Systems | UX/UI Growth

lauren.kuznia@outlook.com | 952.270.8883 | www.laurenkuznia.com

SUMMARY

I'm a senior designer with 10+ years of experience across brand, print, and digital. I specialize in turning complex or unclear ideas into clean, scalable design solutions. I've spent most of my career in fast-paced, high-volume environments, collaborating across teams to bring campaigns and creative concepts to life. Recently, I've been expanding into UX/UI and working more in Figma to strengthen my digital and systems thinking.

PROFESSIONAL EXPERIENCE

Wells Fargo | Minneapolis, Minnesota | April 2022-Present

Senior Production Designer

- Lead execution of high-volume design across print and digital channels, ensuring consistency and quality across campaigns
- Turn complex or unclear project requirements into organized, scalable design solutions
- Partner with art directors, copywriters, and stakeholders to bring creative concepts to life and solve production challenges
- Rebuild and streamline templates and workflows to improve efficiency and reduce production friction
- Contribute to and maintain design systems across multiple business lines, supporting consistency and scalability across high-volume work

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

Contract Production Designer

- Produced layouts and final files for print, environmental, and digital projects with strong attention to detail
- Collaborated with creative and production teams to meet deadlines and maintain brand standards
- Managed file prep and ensured all deliverables met technical and production requirements

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

Graphic Designer

- Designed in-arena graphics, digital signage, print materials, and social content
- Collaborated across marketing and creative teams to execute campaigns and deliver engaging game-day experiences
- Maintained brand consistency while delivering high-volume, fast-turnaround work

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

Marketing and Partnerships Coordinator

- Selected to relocate from Minnesota to Georgia to support the launch of the Swarm in a new market
 - Led design for marketing materials, promotions, and digital content across campaigns and game-day experiences
 - Managed sponsor deliverables and ensured all partnership commitments were executed successfully
 - Led game-day production in both Minnesota and Georgia, directing teams and coordinating on-field promotions in a fast-paced live environment
 - Oversaw and guided a team of interns during games, managing responsibilities and keeping operations running smoothly
-

EDUCATION

Bachelor of Applied Science in Visual Communications – Graphic Design

Brown College — Mendota Heights, MN

SKILLS

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Adobe XD

Core: Branding, Design Systems, Digital & Print Campaigns, Typography, Layout, Workflow Optimization, Cross-functional Collaboration, Creative Concept Development