

## Lauren Casgren-Tindall **Graphic Designer**

Objective To obtain a full-time or freelance position in graphic design.

Experience **Freelance Graphic Designer 12/09 - 4/10**

Designed business cards, logos, flyers/postcards, posters and websites for *Face Forward*, *Well-Natured*, *Tom Falcon* (musician), *Matteo* (band) and my own company *LogoHaven*.

**Senior Fragrance Package Designer/Avon 7/07 - 12/09**

Designed concepts for fragrance bottles and cartons for *Ironman*, *Patrick Dempsey*, *Reese Witherspoon*, *Bond Girl*, *Herve Leger*, and *Fergie*. Managed 15-20 brands at a time taking each from design concept to production, including presenting to various teams within Avon, working closely with the packaging development team to achieve tight cost objectives, managed budgets for comps, art directed and managed freelancers and attended press runs for glass, tubes and print materials.

**Freelance Graphic Designer & Art Director/Bliss 3/07 - 5/07**

Designed primary and secondary packaging, seasonal giftset boxes. Managed, presented and approved projects. Art directed and managed freelancers. Prepared mechanicals for printing purposes. Collaborated with packaging development team on designs and components.

**Freelance Graphic Designer/Australia 3/06 - 7/06**

*Blue Gecko Design & Communication*, *Ashfield City Council: Urban Planning*, *Well-Natured Naturopathic Care*, *Design Lab Co.*, *Brand New Solutions*. Designed brochures, logos, magazine layouts, ads, websites and jewelry.

**Graphic Designer/Victoria's Secret Beauty 3/04 - 2/06**

Designed primary and secondary packaging, cosmetic packaging, handbags, paper and reusable giftset boxes, cosmetic bags, gift with purchase items, hangtags, mailers, fragrance sample cards, giftables such as: sachets, ornaments, pillows, eye masks, mints, for the following sub-brands; *Dream Angels*, *Pink*, *Basic Instinct*, *Insatiable*, *Pure Paradise*, *Spa Secrets*, *Very Sexy for Him & Her* and *So Sexy*. Prepared mechanicals for comping and printing purposes. Collaborated with vendors and our packaging development team on designs and components.

**Freelance Graphic Designer 5/03 - 3/04**

*Star Magazine*, *Love That Baby* (fashion co.), *Rappy & Co.* (design agency), *Noble Furniture*, *Kathy Ireland Home*, *Coldwell Banker Realtor Ann McCracken*, *Funny Honey*, *Solstice Music Festival* and *Certfx*. Designed brochures, logos, ads, stationary and websites.

**Graphic Designer/Kathy Ireland Home by Martin Furniture 5/02 - 5/03**

Designed ads, brochures, catalog pages, website, self-mailers, flyers, point of purchase displays, posters, the company T-shirt. Created environmental signage for Martin Wholesale Outlet Store. Responsible for photo alterations and touch-ups, sending items to print, ordering supplies and mailing catalog materials to customers and sales representatives. Assisted the Marketing Director in administrative duties.

**Graphic Design Intern/Mentus Advertising Agency 2/02 - 5/02**

Designed logos for a prospective client. Organized and designed a binder for the Merck-Medco environmental design project. Created environmental signage for Mentus offices. Provided technical support, researched photography, prepared and mounted presentations.

**Crafts Artisan & Assistant Wig Director/Old Globe Theater 6/99 - 7/02**

Collaborated with costume designers to develop masks, hats, shoes, and accessories. Styled and hand built wigs. Managed two assistants. Organized rehearsals and fittings.

Education 2009 Pratt Institute, Brooklyn, NY  
Master classes in Industrial Design

2001-2002 San Diego City College, San Diego, CA  
Certificate in Graphic Design GPA: 4.0

1995-1999 University of Texas at Austin, Austin, TX  
B.A. in Theater and Dance: Costume Design Minored in German GPA: 3.6

Technical Skills OS X, Windows XP, Photoshop CS3, Illustrator CS3, Indesign CS3, Dreamweaver, Word, Excel, Powerpoint

References provided upon request