



LAUREN MARADAY

graphic designer

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EDUCATION

MONMOUTH UNIVERSITY WEST LONG BRANCH, NJ

BFA in Design and Animation with
a concentration in Graphic and
Interactive Design | May 2019

Florence, Italy Study
Abroad Program
Lorenzo DeMedici Institute | Fall 2017

SKILLS

ADOBE SUITE

Bridge
Dimension
Illustrator
InDesign
Lightroom
Photoshop
Premiere Rush
XD

GOOGLE & MICROSOFT OFFICE SUITE

Excel
Outlook
PowerPoint
Word

STUDIO

Acrylic painting
Calligraphy
Charcoal
Graphite
Ink
Oil painting
Pastel
Watercolor painting

EXPERIENCE

PRECISION VALUE | NEW YORK, NY

Graphic Designer | January 2022 - Present

- Delivered design projects from concept to completion for the healthcare and pharmaceutical marketing space.
- Interpret client requirements to create original pieces for print, PowerPoint and digital applications that align with marketing objectives, guidelines, and client feedback.
- Provided daily support for the manager and creative team to ensure content is consistent with the established strategy, brand guidelines, and industry standards.

WILLOW AND WHISK | WYCKOFF, NJ

Freelance Designer/Server | July 2020 - September 2021

- Created menu layouts, social media content for 201 Bergen Magazine's best breakfast, best brunch and best new restaurant 2021.
- Provided efficient and professional service with a positive attitude resulting in a 22% average gratuity rate every shift.

ION MEDIA NETWORKS | NEW YORK, NY

Marketing Assistant | November 2019-March 2020

- Assisted the sales marketing and consumer marketing teams with seasonal objectives.
- Organized branded premiums, through inventory and quality control to insure the growth of client relationships.

MONTCLAIR ART MUSEUM | MONTCLAIR, NJ

Marketing and Design Intern | June 2018-August 2018

- Produced digital and print marketing materials to boost consumer involvement.
- Designed social media promotions, brochures, logos, web banners and e-blast graphics, broadening member participation.

EHE HEALTH | NEW YORK, NY

Graphic Design Intern | May 2017-August 2017

- Created print content for promotion and engagement of patients for the first and largest preventive healthcare company in the U.S.
- Assisted in day to day processes and provided graphic design assets for the marketing team during their rebranding process.

ALPHA SIGMA TAU | MONMOUTH UNIVERSITY

Director of Recruitment | December 2017-May 2019

- Designed and produced all marketing and recruitment collateral. This resulted in a 40% increase in new member growth during my term.